

FOUNTAIN HILLS GENERAL PLAN 2020 UPDATE

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Fountain Hills...Your Future is Waiting!





Fountain Hills...Your Future is Waiting!

Prepared for:

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Section I: Planning for Our Future



Introduction and Overview

General Plan Purpose

The Town of Fountain Hills General Plan 2020 (General Plan) manages growth in a manner consistent with the community's vision through its ten-year planning horizon. It guides decisions by establishing goals and policies that balance maintenance of existing and developing neighborhoods, continued support for economic development and conservation of resources. The General Plan provides the basis for new development while supporting the quality of life that makes the Town distinct. The plan includes the vision, goals and policy framework identified during the community outreach process. It addresses specific community needs and aspirations. Under State law, actions on private land development, such as Specific Plans, Area Plans, rezonings, subdivisions, public agency projects and other decisions must be consistent with the General Plan ratified by the voters.



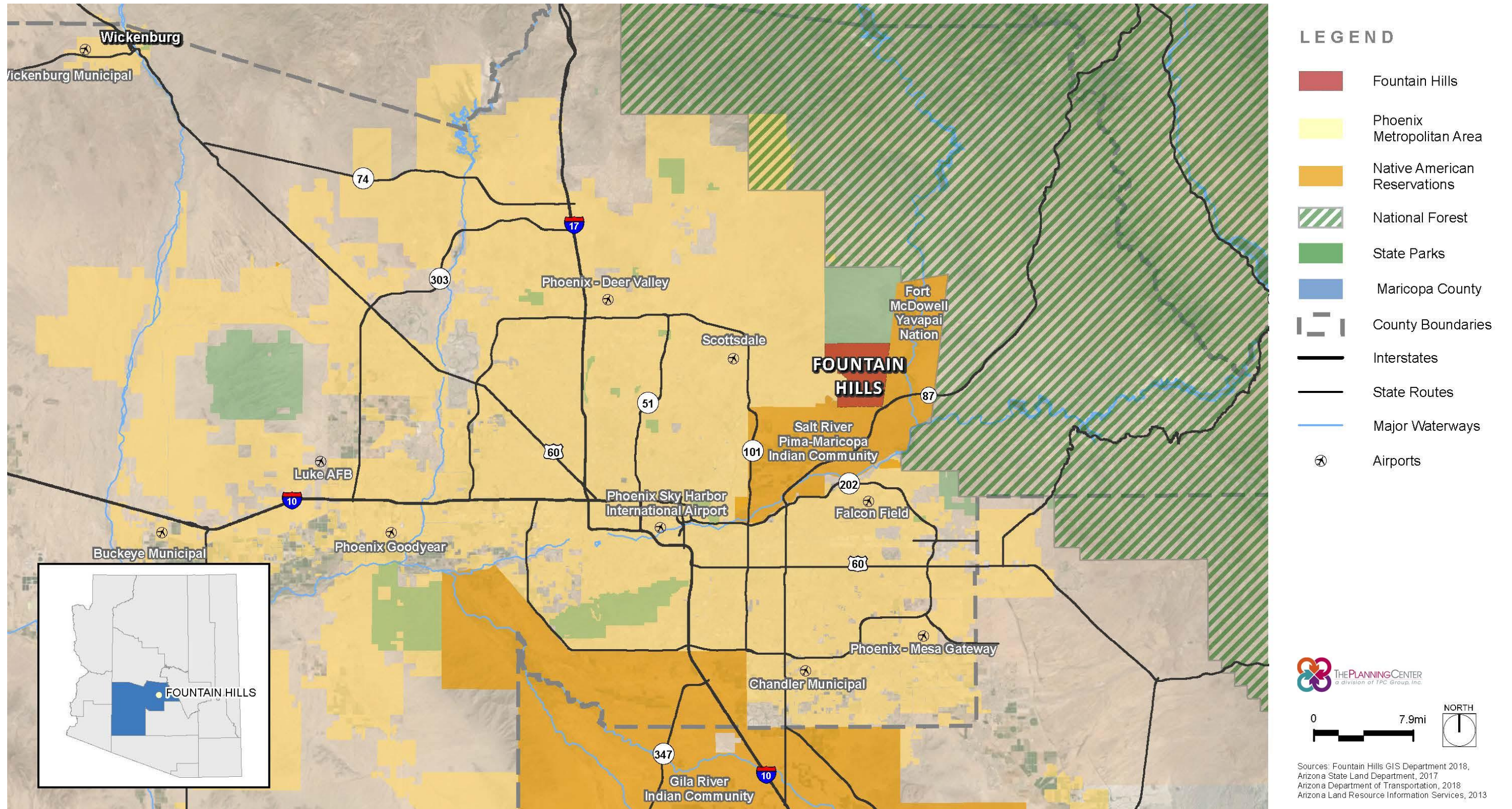
Fountain Hills Location and Regional Context

The Town of Fountain Hills (Town) is located in the northeast portion of the Phoenix Valley and is bordered by the McDowell Mountain Regional Park within Maricopa County. The Town is east of the City of Scottsdale, north of the Salt River Pima-Maricopa Indian Community and west of the Fort McDowell Yavapai Nation. **Exhibit 1** shows location and regional context.

Historical Context

The landforms that comprise the Town are characterized by low ridgelines and wash corridors that were originally home to Native Americans. Archaeological studies have identified the area around the Fort McDowell Yavapai Indian Nation as a major center of Hohokam-Salado occupation from approximately 100 to 1450 A.D. Petroglyphs and lithic remains have been found in both McDowell Mountain Regional Park and in the surveyed portions of the former State Trust land south of the Town's northern boundary.

Exhibit 1: Location and Regional Context



The proximity of the Verde River and Fort McDowell, both to the east, served to bring attention to the region and created opportunities for the ranchers who subsequently settled the area. Fort McDowell was established in 1865 and was located on the west side of the Verde River, approximately seven miles above its junction with the Salt River. The Fort was linked to Camp Verde and Prescott to the northwest by the Stoneman Military Trail. It was linked to Payson and Winslow to the north by the Mormon Honeymoon (Wagon) Trail, named for the many Mormon couples who made the long trek to St. George (the nearest Temple) to be married. The Fort was closed in 1890. In 1903, President Theodore Roosevelt signed an executive order granting the land to the Yavapai Tribal Nation as a reservation.

The initial property that became the Town of Fountain Hills resulted from a partial sale of the P-Bar Ranch, a working cattle ranch, under the ownership of the Page Land & Cattle Company. Approximately 4,500 acres was split off in 1968 in a sale to McCulloch Properties, a subsidiary of McCulloch Oil Corporation. In 1970, McCullough Properties Inc. (MCO), after a combination of other land purchases, directed the creation of an approximate 12,000-acre master-planned community. As a result, the company prepared documentation known as the initial "Development Master Plan: Fountain Hills".

The plan included a variety of residential housing types, commercial and industrial land uses, provisions for schools, churches, a community park, and a variety of open space corridors. Singularly, the founders included, as an attraction to and for the new community, the "World's Tallest Fountain", christening its namesake on December 15, 1970. Interest in the new community was generated throughout the Midwest and Eastern regions of the country through an innovative "fly to see" program. Prospective buyers were flown to the fledgling community by private aircraft and toured their potential homesites by a Jeep-driving sales force. Initial residential construction began within months, and by February 1972 residents began living in Fountain Hills. The Fountain Hills Sanitary District completed the initial phase of its wastewater treatment plant in 1974.

In December 1989, the Maricopa County Board of Supervisors voted to allow the incorporation of the Town of Fountain Hills after a vote of the citizens determined incorporation was desired. A seven-member Town Council was organized to establish a form of governance for the community. The Town retained the established land uses approved through Maricopa County as well as the continued use of County zoning ordinances for the first six months of the Town's existence.

The Town adopted its first zoning and subdivision ordinances in May 1990 and began administering these ordinances on July 1, 1990. A Community Development Department was established the next month and the Planning and Zoning Commission was organized in November 1990. The Planning and Zoning Commission continues as the recommending body to the Town Council on land use plans and the implementation of ordinances. In February 1991, the Town Council chose not to continue as its own Board of Adjustment, forming an independent board to consider variance requests from the land use ordinances and to consider appeals of the zoning administrator's decisions.

Development continued steadily throughout the 1990s. The land underlying Eagle Mountain, southwest of the Shea Boulevard/Palisades Boulevard intersection, was annexed in 1991. Communities Southwest developed a mixture of approximately 500 residential units and commercial facilities and an 18-hole golf course adjacent to Eagle Mountain. In 2006, the Town Council approved the annexation of an approximate 1,276-acre area of State Trust land that bordered Fountain Hills to the north, increasing the incorporated area of the Town to 13,006 acres. This annexation was the last significant amount of contiguous property to increase the size of the Town.



How To Use This Document

The following documents are part of the General Plan in the order they are presented.

Executive Summary

The Executive Summary summarizes the General Plan planning process and serves as a marketing tool for the Town of Fountain Hills.

Policy Plan

The Policy Plan includes the policy framework guiding development, redevelopment, infrastructure, economic development, and resource conservation efforts within the Town of Fountain Hills. This Plan includes the community vision, overarching principles, and plan elements in compliance with all applicable Arizona Revised Statutes. Each element includes goals and policies. This volume also includes the administrative tools to manage, monitor, amend and implement the General Plan.

Background and Current Conditions Report

The Background and Current Conditions Report contains all pertinent analyses supporting the General Plan. This document assesses background and current conditions and identifies the physical, regulatory, demographic, socioeconomic and fiscal realities impacting development within the Town of Fountain Hills. This technical report and the public input gathered during the community engagement process serve as the foundation to the goals and policy framework of the General Plan. The Background and Current Conditions Map Series summarizes the opportunities and constraints in map format.

Community Vision Report

In compliance with the State of Arizona Revised Statutes and adopted by Fountain Hills Mayor and Council, the Public Participation Plan prepared at early stages of the planning process outlined the community engagement and outreach program guiding the community outreach process. The Community Vision Report summarizes the input received at the various community meetings, workshops and visioning efforts.



Figure 1: General Plan Organization

Fountain Hills General Plan Policy Plan Definitions

The Fountain Hills general plan guides development, infill, revitalization and redevelopment within Fountain Hills. The Policy Plan organization streamlines the development review and decision-making processes by allowing staff, decision makers and users to easily find information. It also supports user needs in a user-friendly manner while complying with State mandates. The major components of the general plan structure are defined as follow:

General Plan Component	Definition
Vision Statement	A non-measurable statement of intent or aspiration summarizing in a brief paragraph the desired outcome or what the community would like to achieve or maintain.
General Plan Elements	The chapters of the General Plan. The General Plan Update includes various elements, the General Plan Administration, and the General Plan Implementation Strategy.
Guiding Principles	Overarching principles or precepts guiding the intent of an element irrespective of changes in goals, policies and implementation strategies. Guiding principles support the Vision Statement and guide the Element's goals.
Goals	General statements expressing the desired outcomes and supporting the vision the community seeks with regards to the future development and the element's precept.
Policies	Action statements supporting goals, providing a framework for present and future decisions and guiding the formulation of specific programs and implementation strategies enumerated in the implementation plan.
Implementation Actions	Specific measurable actions required to carry out the policies of the General Plan and implement its goals. Implementation actions identify lead department responsible for the implementation, timeframe for completing the action, potential funding source, and strategic public/private partners.



Known for its impressive fountain, once the tallest in the world, Fountain Hills borders the Fort McDowell Yavapai Nation, Salt River Pima-Maricopa Indian Community, and Scottsdale, Arizona.

Fountain Hills: Your Future Awaits

A Memorable Oasis

Fountain Hills is famous for the spectacular projection of its signature fountain, which can be viewed from many vantage points within and outside the Town. The fountain is one of the tallest continuously operating fountains in the world. The Town is also renowned for its preservation of the natural desert, its abundant wildlife, scenic qualities and dark skies.



One of Fountain Hills' most valuable assets is its natural beauty. The Town's scenic views and desert terrain provide for a wide range of outdoor activities including hiking, biking, and golf. Fountain Hills contains some of the more challenging and picturesque golf courses in the State of Arizona. Its dark skies provide opportunities for star gazing.

Fountain Hills was named by *Phoenix Magazine* as the best place to live in the Valley of the Sun and was cited as "a welcome oasis on the outskirts of a metropolis." The small-town charm, lakeside, Town Center, relaxed desert lifestyle, lush desert landscapes and diverse landforms, public art, and an idyllic location at the foothills of a picturesque mountain setting overlooking Fountain Park, make Fountain Hills an oasis.

A step away from the bustling Phoenix Metropolitan area, Fountain Hills' aesthetics and natural desert setting creates a desirable environment for a variety of lifestyles. Artists, professionals, retirees, singles, new families, and permanent and seasonal residents call this world apart home.

Fountain Hills Community Speaks

As part of the community involvement process, conducted at early stages of the planning process, the community shared the values and aspirations summarized herein.

At Fountain Hills, we celebrate our environment by living in harmony with our desert setting. Under Arizona sun and dark starry skies, our mountainous and urban surroundings provide adventure and inspiration. We celebrate our culture by embracing neighbors and traditions, both old and new, creating a welcoming, safe, and enjoyable community together. The knowledge and experiences we share across generations from varied backgrounds encourages innovation.

We celebrate our quality of life by supporting the local spirit with global connections. Our ability to be resourceful allows our economy to be resilient and innovative. Informed and insightful, we create opportunities. Our small town embodies both simplicity and advancement, looking to the future with the promise that we will continue to thrive in sustainable ways.

Our Commitment

As part of this General Plan, we embrace a positive outlook, get actively involved and continue to take the necessary steps to support our community and our vision. As Fountain Hills grows, we:

- *Sustain the quality of life, vitality, and distinct charm of our Town;*
- *Maintain the delicate balance of land uses that make the Town a desirable place to live, work, enjoy and visit.*
- *Further enrich the natural, built, and social environments that make the Town unique;*
- *Support existing businesses and continue to attract businesses that stimulate the Town's economy; and*
- *Provide recreational and resort opportunities to strengthen the Town's reputation as a premier desert destination.*



Town Center Main Gateway at Avenue of the Fountains and Saguaro Boulevard

Setting the Stage



Of all the destinations in the northern Sonoran Desert, Fountain Hills is one of the most attractive. The physical beauty, climate, and unique charm of Fountain Hills are known throughout the Phoenix Metropolitan region and the state. In Fountain Hills, the vision for the future is multi-faceted. The Town must strive to preserve the delicate balance between its natural, built, and social environments. A goal of the General Plan is to guide development and redevelopment in a manner that maintains and enhances the qualities that make Fountain Hills a special and unique place.

Fountain Hills is a product of its relationship with its surrounding natural environment. The expansive desert terrain contributes to the Town's desirable warm climate; the mountains provide a dramatic visual backdrop. The proximity to metropolitan Phoenix, combined with its small-Town charm and desert setting, is a primary reason that Fountain Hills has become a popular destination.

Today, Fountain Hills not only prides itself on its sought-after amenities, but also on its safe, pleasant, and tranquil neighborhoods, its thriving natural, built, and social environment, and its attractive, enjoyable, and memorable public spaces. Fountain Hills offers many major amenities typically found in cities with much larger populations, such as the Fountain Hills Community Center, the Fountain Hills Museum, Fountain Park, the Botanical Gardens, a thriving Town Center, resorts, and a broad range of high-quality public services. Open space comprises almost half of the City's total area and provides treasured natural recreation opportunities and wild habitat.

Our Vision

Picture an inviting desert oasis in the Phoenix metropolitan region, a place where:

- Native desert vegetation, topography, and natural resources are valued and preserved
- Distant mountains by day and countless stars by night offer a memorable setting
- Neighbors and visitors gather at special events and festivals
- Unique recreation, dining, and shopping options abound
- Innovation and creativity deliver meaningful employment options to a well-educated, diverse population
- A variety of housing options are available in safe, quiet, pleasant, and enjoyable neighborhoods

Fountain Hills...
Your Future Awaits!



Fountain Hills Overarching Principle

One overarching principle supports Fountain Hills' Vision: Carefully and thoughtfully integrating neighborhoods, environment (built, natural and social) and economy to maintain a thriving community. This principle seamlessly brings together the places we live, work, shop, go to school, and recreate in a viable and sustainable manner.



General Plan Structure



Overarching Principle:	Themes/Elements:	Topics:
Thriving Neighborhoods	HOUSING	<ul style="list-style-type: none"> • Variety for all ages, incomes, and lifestyle • Quality Development • Property Maintenance
	NEIGHBORHOOD AMENITIES	Neighborhood Connectivity <ul style="list-style-type: none"> • Street, Sidewalk, and Bicycle • Parks, Recreation, Trails, Open Space Neighborhood Services <ul style="list-style-type: none"> • Schools • Public Facilities • Churches • Neighborhood Commercial
	SAFETY	Safe-by-Design Neighborhoods



Overarching Principle:	Themes/Elements:	Topics:
Thriving Environment	BUILT ENVIRONMENT	
	GREAT PLACES	Character Areas <ul style="list-style-type: none"> • Neighborhoods • Commerce Center • Town Center • Shea Corridor • Saguaro Boulevard • Development Reserve (State Trust land) Town-wide Amenities: <ul style="list-style-type: none"> • Shopping and Entertainment • Resort/Lodging • Community & Regional Parks, Recreation, Golf
	SOCIAL ENVIRONMENT	<ul style="list-style-type: none"> • Built Spaces for Social Interaction • Community & Regional Parks, Plazas and Courtyards, • Streets, Sidewalks and Trails • Passive and Active Recreation
	ACCESS, CONNECTIVITY & MOBILITY	<ul style="list-style-type: none"> • Roadway System • Access to the Larger Metro Area • Local Circulation (Pedestrian and Bicycle Connectivity) • Safety • Gateways and Wayfinding
	PUBLIC FACILITIES & SERVICES	<ul style="list-style-type: none"> • Water and Sewer • Law Enforcement, Fire Protection, Emergency Medical Services • Utilities • Other Public Facilities and Community Services • Capital Improvements Program (CIP)



Overarching Principle:	Themes:	Topics:
Thriving Environment	NATURAL ENVIRONMENT	Desert Landscapes, Topography, Vegetation, Scenic Value, Dark Skies, Water & Air Quality, Open Space, Energy

Overarching Principle:	Themes/Elements:	Topics:
Thriving Economy	ECONOMIC DEVELOPMENT	Revenue Stream, Social and Intellectual Capital, Technology and Innovation, Arts and Culture, Tourism
	COST OF DEVELOPMENT	Financing New Development

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FOUNTAIN HILLS GENERAL PLAN 2020 UPDATE

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Section II: Thriving Neighborhoods



Thriving Neighborhoods

Thriving neighborhoods are key components of a thriving community, define Fountain Hills, and support the economic vitality and long-term resilience of the Town. Fountain Hills defines thriving neighborhoods as safe, tranquil, and aesthetically pleasing residential areas providing quality housing choices for all age groups and income ranges in a setting that includes walkable streets, drought-tolerant/low water use landscapes and shade-providing trees; a quality street network that offers multimodal access to jobs with sustainable wages comparable to the cost of living in Fountain Hills; excellent schools, parks, recreation, and other neighborhood amenities and services; and trail connectivity to natural open space. This element addresses the specific needs of neighborhoods, including housing variety, quality and maintenance, neighborhood amenities, neighborhood connectivity and neighborhood safety.

Although Fountain Hills is approaching buildout, there are opportunities for residential growth in the Adero Canyon and Eagles Nest area and residential infill within established residential areas. There are also opportunities for high-density and mixed-use development within urban areas including the Town Center. Future residential development is addressed in a broader context as a key component of the Built Environment in the Great Places Elements which establishes criteria for new development within the Neighborhoods Character Area in the Character Areas Plan included in Table 1.

Housing

When a family, or business, contemplates relocating to a new area, they evaluate their future success, to a large extent, on the availability of quality affordable housing. Before someone commits to a new location, they must feel secure that there are no barriers to their success. Housing expenses can easily consume 30 to 50 percent of household income. Access to housing and the affordability of housing impacts community development and long-term economic resilience. Housing development creates new jobs and provides desired housing options that attract residents. In sum, people attract businesses and housing attracts people.

This section provides the housing context guiding the housing goals and policies included in this element. The *Background and Current Conditions* technical report describes existing housing in Fountain Hills. A strategy that supports a variety of housing types, quality development and maintenance of the existing housing stock and residential areas is essential to sustain Fountain Hills' thriving neighborhoods.

Housing Variety

The mix of housing types in Fountain Hills differs to some extent to that found across Maricopa County. The major differences are: (1) a higher percentage of single family attached units or townhomes and (2) fewer traditional apartment units. Fountain Hills also has a much lower percentage of single-family homes that are rented.

Post-recession figures indicate that in Maricopa County approximately 22 percent of all single-family homes are rented, a level that is two times higher than found before the recession. In Fountain Hills, only 9 percent of all single-family homes are rented, likely due to the price of housing in the Town which is not conducive to renting.

According to the American Family Survey, the median value of owner-occupied housing in Fountain Hills (single-family, townhome and condo units) is \$387,800 compared to the County median of \$225,000. Diversifying the housing stock to attract families and working professionals will contribute to a more resilient economic outlook.

Quality Development

Residential development in Fountain Hills is and will continue to be safe-by-design and sensitively integrated into the natural, social, and built environments, includes walkable streets lined-up with drought tolerant, shade-providing trees and sustainable desert landscapes, is served by a quality street network that offers multimodal access to jobs with livable wages, excellent schools, parks, recreation, and other amenities and services, and provide trail connectivity to natural open space.

Property Maintenance

Efforts to sustain neighborhood quality must reflect the diversity of neighborhoods and their needs. Most residential neighborhoods in Fountain Hills are well-maintained. Maintaining the character of the existing neighborhoods and encouraging new quality infill residential development is key to supporting thriving neighborhoods.

Neighborhood Amenities

When people and businesses consider relocation, other considerations include access to neighborhood amenities and services such as quality education, churches, parks, community organizations and convenient shopping. Fountain Hills' neighborhoods offer access to a variety of amenities and services and include connectivity to quality open space throughout the Town through the Fountain Hills Interconnected Trails (FIT) system. In Fountain Hills, neighborhoods are served by quality neighborhood amenities and services and support connectivity via pedestrian, bicycle and vehicular modes.

Neighborhood Amenities and Services

Neighborhood amenities include neighborhood parks, schools, and other services and amenities providing services to residential areas, and neighborhood commercial where in character with adjacent development. The Town currently operates and maintains four developed park sites: Fountain Park, Desert Vista Park, Four Peaks Park, and Golden Eagle Park. Parks are addressed in the Social Environment Element.

Fountain Hills Unified School District is comprised of four schools: East Valley Institute of Technology (EVIT) Fountain Hills, McDowell Mountain Elementary School, Fountain Hills Middle School and Fountain Hills High School. Schools are further addressed in the Public Facilities and Services Element.

Neighborhood Connectivity

There are numerous existing bike paths and pedestrian walkways throughout Fountain Hills. Fountain Hills developed a sidewalk circulation network that serves most of the community. In 2007, the Town staff developed a Sidewalk Plan that identifies all existing and proposed sidewalks throughout the Town. The Town prepared a bicycle plan based on the design features and recommendations of the Maricopa Association of Governments (MAG) Bicycle Plan.

The Town's location within the foothills of the McDowell Mountain Regional Park and Scottsdale McDowell Sonoran Preserve provides a network of trails, natural drainage channels and washes that extend through the community. These washes, primarily owned by the Town, are typically undeveloped, although most also contain utility easements (but typically only used for sanitary sewer lines), as well as serving as surface drainage corridors.

This network of undeveloped washes supports a healthy and active lifestyle, provides connectivity to significant natural open space between neighborhoods and supports valuable habitat for wildlife. They also provide potential opportunities for trails and recreational connections throughout the Town's open space system.

Pedestrian, bicycle and trail connectivity are further addressed in the Social Environment Element and in the Connectivity, Access and Mobility Element.

Neighborhood Safety

Fountain Hills was originally master planned based on innovative designs concepts that resulted in quality, tranquil and safe neighborhoods. Future development will continue to support neighborhood safety by applying safe-by-design best practices.

Safe-by-Design

Prevention through design, also called safety by design, incorporates methods and practices that support community safety in the design process, with an emphasis on optimizing health and safety in the community. Fountain Hills will continue to support quality, tranquil and safe neighborhoods by adhering to "Safe-by-Design" methods and best practices.

Thriving Neighborhoods Goals and Policies

This section includes goals and policies supporting Thriving Neighborhoods. The Great Places Element includes the Character Areas Plan Map, which delineates the Neighborhoods Character Area, and provides additional criteria for that character area in Table 1.

GOAL 1: Continue to develop and maintain thriving neighborhoods.

POLICIES

1. Continue to support safe, tranquil, quality residential development that is properly maintained and provides vehicular, pedestrian and bicycle connectivity to parks, schools, and other neighborhood amenities and services and trail connectivity to quality open space.
2. Protect existing neighborhoods from incompatible development that does not support the character of that area;
3. Support neighborhood-scale non-residential businesses, services, and amenities at the intersection of arterial or collector roads where feasible and in a manner that maintains or enhances the established character of the area.
4. Continue to apply safe-by-design principles and best practices in future development.
5. Encourage development and redevelopment of housing and associated amenities within neighborhoods to attract families with children and young professionals.

GOAL 2: Support a housing strategy that encourages a broad range of quality housing types to address current and future housing needs and to support long-term economic vitality.

POLICIES

1. Encourage a broad range of housing types affordable to all income ranges and age groups in a manner compatible with adjacent development.
2. Encourage a range of housing types and residential densities and maintain consistency with the existing character of infill areas in conformance with criteria provided in Table 1: Character Areas Plan.
3. Encourage home ownership and rental opportunities for families and working professionals by requiring the amenities and services valued by these groups.

4. Encourage quality urban, compact, walkable mixed-use development that complements surrounding uses in the Town Center and in other areas that may become available for urban development.
5. Direct higher-density residential and mixed-used development to the Town Center and redevelopment areas such as Shea Corridor as opportunities arise.
6. Support quality residential development that meets Town housing needs, promotes the vitality of established neighborhoods, and enhances the quality of life of Fountain Hills.
7. Provide for various regulatory and financial incentives to encourage well designed housing, special needs housing, and housing affordable to households of different income levels and age groups.

GOAL 3: Maintain the quality of existing neighborhoods.

POLICIES

1. Protect established single-family residential neighborhoods from the transition, intensification, and encroachment of uses that detract and/or change the character of the residential neighborhood.
2. Encourage Home Owners Associations (HOA) efforts to maintain existing neighborhoods including maintaining landscaped areas, building facades, subdivision parks and roads, especially those along major corridors exposed to public view.

GOAL 4: Attract quality residential development that supports the healthy and active life style valued by the community.

POLICIES

1. Ensure that new neighborhoods:
 - a. Sensitively and aesthetically integrate residential development to the social, built and natural environments by supporting neighborhood connectivity to Fountain Hills' Great Places;
 - b. Are adequately served by parks, open space, passive and active recreation and supports pedestrian, bicycle and trail connectivity to neighborhood services and amenities located in the vicinity;
 - c. Include walkable streets with streetscapes including drought tolerant, shade-providing trees and sustainable desert landscapes that utilize purple water, drip irrigation or water

harvesting;

- d. Support a quality street network that offers multimodal (vehicular, pedestrian and bicycle) connectivity to nearby schools, parks, recreation, and other neighborhood services and amenities; and
- e. Provide trail connectivity to the Fountain Hills trail system and natural open space.

GOAL 5: Continue to support safe “thriving neighborhoods” through innovative site planning and building design.

POLICIES

1. Adhere to the following Safe-by-Design concepts:

- a. Locate building entryways so that they are visible from other buildings, apartments, and houses;
- b. Design entryways to provide residents with a view from their home into the corridor that serves them;
- c. Provide a well-lighted and dark sky compliant, pedestrian circulation system with convenient access to walkways and sidewalks beyond the development;
- d. Provide dark sky compliant lighting at doorways, windows, entryways, and in corridors and service alleys;
- e. Provide each residential unit with an area of responsibility that extends beyond the entryway;
- f. Design common stairways to serve a limited number of units;
- g. Utilize amenities and distinctive elements that extend the private space of individual apartments onto landings and into corridors;
- h. Disperse project amenities between certain units or clusters of units;
- i. Ensure that outdoor activity areas are easily accessed from homes;
- j. Locate children’s play areas and other outdoor recreation areas so that they are visible and accessible from a maximum number of homes and locations;
- k. Provide clearly defined and visible linkages to adjacent parks, schools, and other neighborhood amenities and services;

- I. Include clearly defined pedestrian, bicycle, trails, and open space connectivity.



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Section III: Thriving Environment



1: Built Environment



Great Places

The Great Places Element defines the Town of Fountain Hills major character areas and the land use mix supporting those areas. As a strategic tool, the Great Places Element guides new development, redevelopment and infill to sustain the long-range viability of the Town and continue to support the quality of life valued by the community. The Great Places Element fulfills all applicable requirements of the Arizona Revised Statutes.

Based on the latest land inventory conducted as part of the *Town of Fountain Hills Land Use Analysis & Statistical Report 2018*, the assessment included in the *General Plan Background and Current Conditions Report*, and the input received during the public engagement process, the Great Places Element focuses on identifying opportunities for development, redevelopment and infill, maintaining the Town's desired balance among residential, commercial, employment and other supportive uses, and retaining the natural open space and development character responsive to the Sonoran Desert. A character areas approach based on the existing patterns of land use, zoning, and land ownership is the planning tool utilized to achieve these goals.

Background

In Fountain Hills, topography continues to define the built and unbuilt environment. Over the past decades, incremental land development and resulting population and employment growth have created a nearly built out community. The Town has a unique set of land planning opportunities and challenges due to its existing development, the environmental characteristics of the Sonoran Desert, and the fact that the Town is landlocked with no ability to annex future lands to accommodate growth.

The only substantive acreage remaining to be developed is State Trust land located in the northeast area of the Town. Additional development can still be accommodated, primarily in the form of infill. The largest tracts of vacant land that can sustain growth are located in the Adero Canyon and Eagles Nest areas. The primary platted or unplatted, developed or undeveloped areas within the Town include:

1. Eagle Mountain:
Eagle Mountain is located south of Shea Boulevard and is bounded by the Town boundary on the west and south and Firerock on the east. The development includes residential, lodging/resort, golf course, and natural (restricted) open space. Few vacant lots exist for residential infill.
2. Firerock:
Firerock is located south of Shea Boulevard and is bounded by the Town boundary on the east and south and Eagle Mountain on the west. The development includes residential, golf course, and natural (restricted) open space. Few vacant lots exist for residential infill.
3. Crestview:
This 342-acre parcel was approved as the Summit Estates Master Plan by Maricopa County in 1986. The area was annexed and renamed Crestview. Vacant lots exist for residential infill. Unless amended, residential development will continue in conformance to the adopted Crestview PAD.

4. Palisades Gateway Area:

Located south of the Westridge Village subdivision, east of Palisades Boulevard, and north of Shea Boulevard. Approximately 30 acres of this area is buildable. Approximately ten acres abutting Palisades Boulevard above the 1,920-foot contour elevation is designated for lodging land uses and is buffered from adjacent uses by a broad dedication of open space.

5. Adero Canyon and Eagles Nest:

A combined 926-acre area located in the northwestern section of Town, it includes the Adero Canyon PAD, which permits 415 single-family, low-density, residential homes adjacent to the Town's 740-acre McDowell Mountain preservation area. Eagles Nest also includes large tracts of land approved for development of large lots. This area includes the highest amount of vacant land for residential development.

6. Plat 208-South:

The south half of Plat 208 is home to the Town Civic Center complex on the west end, adjacent to La Montana Drive. The area between Park Place and Saguaro Boulevard is the preferred site for additional commercial and mixed-use development in the Town Center.

7. Undeveloped School Sites:

There are three undeveloped school sites, including the Hawk school site, located on Hawk and Arroyo Vista Drives, the El Lago school site, located between El Lago Boulevard and Cavern Drive, and the Aspen school site, located southwest of Aspen Drive and north of Sierra Madre Drive. If any of these sites were to be sold by the school district, they could be developed according to the underlying zoning district of the site. To date, there are no development plans for any of these sites.

8. Infill Parcels:

There are undeveloped parcels, both platted and unplatted, within the Town. These parcels are smaller than the previously listed areas but represent potential for infill development.

9. State Trust Land:

The approximate 1,300-acre area located in the northeast corner of Town includes a 35-acre site adjacent to Fountain Hills Boulevard leased by Fountain Hills Unified School District for Fountain Hills Middle School. This is the only other area within Town limits with major growth potential. Development within this area requires coordination with the Arizona State Land Department (ASLD).

State Trust Land

In 2016, ASLD retained the services of engineers and economists to evaluate the feasibility of developing the 1,300-acre State Trust Land located at the northeastern corner of the Town of Fountain Hills. The site borders mostly single-family development located to the south and west. McDowell Mountain Park borders the site to the north. The Fort McDowell Indian Reservation borders the site to the east.

According to the legal description and ALTA Survey completed as part of the rezoning application submitted to Fountain Hills on April 9, 2008, the property lies within Section 2 and portions of Section 1 and 3 of Township 3 North and Range 6 East of the Gila and Salt River Meridian, Maricopa County, Arizona.

Based on slope and infrastructure analysis, and conditions included in the pre-annexation agreement, appraisal documents provided by ASLD estimated finished lot sales of \$253,000/lot for small lots, \$319,000/lot for semi-custom lots and \$450,000/lot for custom lots without buildings. The slope and infrastructure analysis concludes that homebuilders would need to sell homes well above \$800K per unit on average to cover lot costs.

ASLD manages State Trust lands and resources to enhance value and optimize economic return for the Trust beneficiaries. Consistent with sound business management principles, prudent stewardship and conservation needs, ASLD supports socio-economic goals for current and future generations that act in the best interest and preserve the long-term value of State Trust lands.

According to the ASLD, development within State Trust Lands requires advanced coordination with ASLD and concurrency with a conceptual land use and circulation plan depicting highest and best use and the preparation of feasibility analysis to determine viability prior to the release of those lands for sale. Conversations with ASLD resulted in the rationale applied when addressing the State Trust Land property in this General Plan.

Existing Land Use

The existing land uses within the Town include:

1. Single-family Residential: Existing single-family residential land uses are distributed throughout the Town. Larger lot/low density neighborhoods are located primarily in three areas: (a) following the ridgelines in the northwest and north central portions of the community; (b) in a wide, roughly northwest to southeast band in the central portion of Town on the north side of Shea Boulevard; and (c) south of Shea Boulevard between Palisades Boulevard and the industrial and commercial node at Saguaro Boulevard.
2. Multi-family Residential: Existing multi-family dwelling units, identified as multi-family structures having at least one common wall, are concentrated in three areas: (a) surrounding the Town Center and Fountain Park; (b) on the east side of Fountain Hills Boulevard, extending from the north of the downtown commercial center to the middle school; and (c) in isolated parcels on both the north and south sides of Shea Boulevard including a northward extension from the commercial node at Shea and Saguaro Boulevards along the Town's eastern boundary line. Additional multi-family developments have been built on commercially zoned property within the Town Center area through the Special Use permit process.

3. Mixed-use: There is one mixed-use development consisting of commercial/retail in the ground floor with residential uses on subsequent floors located along Avenue of the Fountains east of Town Hall. Mixed-use is encouraged in the Town Center and in higher density areas west of the Town Center.
4. Commercial/Retail and Office Uses: Existing commercial/retail and office land uses are concentrated in three areas: (a) Town Center, located primarily south of Palisades Boulevard, between Fountain Hills Boulevard and Saguaro Boulevard; (b) continuing south on the east side of Saguaro Boulevard from the south edge of the commercial core at El Lago Boulevard to Malta Drive; and (c) the commercial node at Shea and Saguaro boulevards that extends primarily westward on the south side of Shea, and primarily eastward on both sides of Shea.

Two isolated existing commercial sites include: (a) a supermarket/strip center located at the southeast corner of Shea/Eagle Mountain Parkway; and (b) an area on the east side of Fountain Hills Boulevard one mile south of the Town's northern boundary. In addition, there are numerous home-based businesses located throughout the community.

5. Industrial: One area serves the entire Town and is located on the north side of Saguaro Boulevard, west of the Shea/Saguaro commercial node. It is currently zoned and used for industrial uses within the Town. This nearly built-out industrial area includes storage facilities and light manufacturing/distribution operations.
6. Lodging: Hotels and resorts include CoperWynd Resort, Inn at Eagle Mountain Boutique Resort, Comfort Inn Fountain Hills and Lakeshore Hotels and Suites.
7. Government: Includes government offices and public services such as police, fire, and emergency services.
8. Utility: Includes sites for wastewater treatment facilities, water storage reservoirs and tanks, well sites, telephone company sites, electric substation sites, etc. All sites have been developed and no additional areas are designated at this time.
9. Schools: Includes existing schools and undeveloped Fountain Hills Unified School District (FHUSD)-owned property. Existing FHUSD schools include: McDowell Mountain Elementary School, Fountain Hills Middle School, Fountain Hills High School and the FHUSD Learning Center. Fountain Hills Charter School and the East Valley Institute of Technology (EVIT) Fountain Hills Vocational Center also serve Fountain Hills.
10. Parks: Includes both existing or planned community parks, and privately-owned parks and subdivision recreation areas. Parks and open space areas owned by the Town include Fountain Park, Golden Eagle Park, Four Peaks Park, and Desert Vista Park.
11. Open Space: Includes most drainage corridor/wash areas and dedicated or proposed open space areas. Publicly owned and/or restricted open space areas prohibit development, provide recreational opportunities and protect view corridors. In addition to open space interspersed with development, the Town owns the 740-acre McDowell Mountain Preserve. This area provides hiking and passive recreational opportunities. The City of Scottsdale owns 200 acres of dedicated open space within the Town located south of the Fountain Hills McDowell Mountain Preserve.

Privately owned lands currently designated open space include: parks and open space areas in developed subdivisions; washes within existing platted areas; Hillside Protection Easement areas within platted subdivisions; and three privately owned/publicly accessible golf courses that are zoned “OSR” or Residential Unit Planned Development “RUPD.” In addition, there are open space-zoned areas within platted subdivisions.

12. Golf Courses: Includes golf courses and their associated functions such as maintenance and retail facilities, clubhouse and parking areas.
13. Vacant Land: These parcels occur as: zoned and platted vacant lots; zoned, unplanted parcels, and undeveloped school sites.

Existing Zoning

The Town of Fountain Hills regulates land use through an adopted zoning ordinance. A total of 33 zoning districts are provided within the ordinance including three open space zones (OSC, OSR and OSP), eleven single-family residential districts (R-190, R143, R1-35, R1-35H, R1-18, R1-10, R1-10A, R1-8, R1-8A, R1-6 and R1-6A), seven multifamily districts (M-1, M-2, M-3, R-2, R-3, R-4 and R-5), six commercial districts (C-O, CC, C-1, C-2, C-3 and TCCD), two industrial districts (IND-1 and IND-2), three lodging districts (L-1, L-2 and L-3), a utility district (UT), and a mobile home district (MH). The zoning pattern is displayed on Figure 8, Existing Zoning.

Fountain Hills is predominantly zoned residential. The residential zoning districts provide a wide variety of residential developments that encompass the many lifestyles within the Town, from large lot to cluster development. The residential districts support the needs of residents by including limited nonresidential uses, such as religious, educational and recreational facilities.

The large amount of acreage zoned as open space aids Fountain Hills in retaining its scenic desert character. The three open space districts provide natural and built recreation spaces for Town residents. The open space conservation and preservation districts are in place to conserve and protect open space, natural desert lands, wildlife habitat and lands set aside as undeveloped parcels or tracts in master planned communities. These were predominately executed through hillside disturbance transfers. The primary purpose of designating these areas is to raise the degree of assurance that designated open space and recreation areas will remain undeveloped, except for very limited public infrastructure.

Employment zoning in Fountain Hills includes commercial/retail, office, mixed-use, industrial and lodging districts. These districts support well-designed shops, business/professional offices, hotels and other employment opportunities. The major concentration of these districts is generally located between Fountain Hills and Saguaro Boulevards, south of Palisades Boulevard and includes uses such as commercial/retail, government, multi-use and lodging. A second cluster of commercial/retail and industrial uses is located at the intersection of Shea and Saguaro Boulevard. This employment cluster contains the only portion of the Town that is zoned industrial. Existing industrial uses generally include distribution centers and storage facilities.

Character Area Framework

A character area is a portion of the Town with distinct development patterns, land uses, densities or intensities and shared identity and characteristics that differ from neighboring areas. Together, these character areas create context and further the General Plan overarching principle by supporting thriving neighborhoods, environment and economy.

Character Area Approach

The character area approach achieves and maintains the high quality of life valued by the community by seamlessly integrating Fountain Hills' built and natural environments and supporting memorable public spaces. The character area approach:

- Integrates land uses, physical assets and amenities, including parks, streetscapes, public art, and public spaces, in a seamless manner to encourage social interaction and support Fountain Hills' distinct identity.
- Incorporates and maintains the high-quality infrastructure required to sustain the healthy and safe operation of the Town's functions.
- Supports an economic structure that contributes to a healthy and sustainable community with a high quality of life.
- Understands and protects the sustaining functions of the environment and its relevance as an economic development tool while promoting active and healthy lifestyles.
- Promotes strong social networks and offers opportunities for social exchange and the sharing of skills, knowledge, resources, and assets.
- Values community institutions that sustain and support each of the dimensions described above.

Changing consumer preferences, employer location strategies, and transportation planning trends reflect a shift towards sustainable development. The convergence of these trends requires a flexible land use approach that incorporates safe, efficient, and multimodal transportation, an integrated mix of uses and services, and the open spaces, recreation, parks, entertainment and other amenities necessary to reflect a strong and well-defined sense of place to work, live, grow, shop, learn, enjoy, and age in place.

This character area approach supports a buildout development strategy for Fountain Hills that fosters economic resiliency. Such development encourages walking and cycling, a mix of residential, employment, and commercial uses, and offers a diversity of housing types suited for different generations and incomes while maintaining the distinct small-town character of the Town.

The character area approach provides a flexible land use framework that considers emerging trends and market fluctuations and assists in achieving the community vision by protecting existing and future neighborhoods, supporting the built, social and natural environments, sustaining a healthy economy and maintaining the community's public spaces. The identification of character areas assists in defining infill strategies for areas within the community that require careful attention. These strategies include:

- Defining major gateways to convey a sense of arrival to Fountain Hills and major destinations within the Town;

- Developing the Town Center as the vibrant heart of Fountain Hills;
- Identifying areas that can sustain growth - the Adero Canyon/Eagle Nest area includes most of the Town's last remaining vacant, economically developable land and areas that can support infill;
- Prioritizing areas in need of revitalization, redevelopment or repurposing; and
- Coordinating with the Arizona State Land Department (ASLD) to identify feasible development options for State Trust Land in the McDowell Mountain area.

Much of the Town is built and the goal for most of these areas is maintenance of the existing development. There are, however, areas for change, growth, and development. This character area approach recognizes three types of planning approaches to guiding change: gateways, areas with growth potential, and areas with redevelopment, revitalization and infill potential.

Gateways

A hierarchy of gateways improves wayfinding. Primary gateways into a town must define the identity of, serve as primary entry points to, define major destinations, and convey a sense of arrival. Secondary gateways identify specific destinations. The location and specific guidance for Fountain Hills' gateways is further addressed in the Connectivity, Access and Mobility element. Gateways include:

1. Primary Gateways:

- a. Shea Boulevard East: Accessed via State Route 87 (Beeline Highway), this main gateway functions as the primary east entrance to the Town and a major commerce and employment hub. The gateway includes an industrial park along Technology Drive and lodging and also provides access to the Town Center and Fountain Park, as well as lodging, commercial and office uses along Saguaro Boulevard.
- b. Shea Boulevard West: Characterized by hilly topography and desert vistas, this scenic entryway into Fountain Hills provides direct access to major destinations along Shea Boulevard, including the Inn at Eagle Mountain Resort, Firerock Country Club, and indirect access via Palisades Boulevard to a potential future resort, the CopperWynd Resort and Country Club in the Sunridge Canyon, and the Town Center via Palisades Boulevard.
- c. Future McDowell Mountain: Anticipated as a major northern gateway into Fountain Hills when development occurs on land that is currently held as State Trust land. Location of this gateway cannot be determined until a feasible conceptual land use and circulation plan is prepared in coordination with and approved by ASLD.

2. Secondary Gateways:

- a. Fountain Hills Boulevard: Secondary gateways at the intersection with Shea Boulevard on the south and McDowell Mountain Road in the north identify destinations along this corridor such as the Town Center and the McDowell Mountain Regional Park.
- b. Saguaro Boulevard: Secondary gateways at the intersection with Shea Boulevard on the south and Fountain Hills Boulevard in the north identify destinations along this corridor providing access to the Town Center, Fountain Park, Civic Center and other destinations.

- c. Palisades Boulevard: Secondary gateways at the intersection with Shea Boulevard along this corridor provide access to the Town Center, Commerce Center, Fountain Park, Civic Center and other destinations.
3. Town Center Gateways:
- a. Signature Entrance: Defining the main entrance to the Town Center along Avenue of the Fountains.
 - b. Secondary Entrances: A secondary entrance to the Town Center from Commerce Center at the Intersection of La Montana Drive and Avenue of the Fountains.
 - c. Entry Features: Identify minor entrances to the Town Center and are not depicted in the Character Area Plan Map. Entry features are located at the intersections of Palisades Boulevard with La Montana Drive, the Chamber of Commerce, and Saguaro Boulevard north of the Town Center and at the intersections of El Lago Boulevard with La Montana Drive and Saguaro Boulevard south of the Town Center.

Growth Areas

Growth areas are identified based on land ownership, topography, hydrology, vacant land, and infrastructure availability or anticipated cost of providing needed infrastructure. This planning approach includes short-term and long-range growth strategies and directs development to those areas of the Town with the largest tracts of undeveloped lands. These areas include:

1. The Canyons Character Area (short-term strategy): Located within sections 5, 6, and 7 of the Land Use Inventory, this area includes large tracts of vacant land for residential development.
2. State Trust Land (Long-range strategy): Includes State Trust lands located in sections 2 and 3 of the Land Use Inventory. Development within State Trust lands requires advanced coordination with ASLD and concurrency with a feasible conceptual land use and circulation plan approved by ASLD prior to the release of those lands for sale.

Redevelopment, Revitalization and Infill

Exhibit 2 depicts the character areas for Fountain Hills. The character areas and their opportunities for redevelopment, revitalization and infill include:

1. Neighborhoods: Includes areas throughout the Town with opportunities for residential infill along with appropriate services and amenities.
2. Town Center: Located along the Avenue of the Fountains and envisioned as a vibrant walkable and bikeable mixed-used district, the Town Center functions as the heart of the Town and includes Fountain Park, Civic Center (Town Hall, Community Center, Library) and Visitor's Center. The Town Center includes infill opportunities for mixed-use, residential, retail, business, entertainment, and services infill. Reconfiguration of underutilized surface parking could open more areas for development.
3. Commerce Center: Located east of Fountain Hills Boulevard, Commerce Center is bounded on the north by Palisades Boulevard, on the south by El Lago Boulevard and on the east by the Town Center. Within walking distance from the Town Center, this character area includes

higher density multifamily residential, Fountain View Village, a mixed-use independent and assisted living community (ranked as one of the top ten retirement communities in Arizona), a post office and general commercial uses. There are two parcels available for development, one is a future church site and the other has recently been approved for a multi-residence development. If the church decides to sell its site, additional opportunities for infill will become available.

4. Shea Corridor: Functions as the main gateway to Fountain Hills from State Route 87 and includes an industrial park along Technology Drive and lodging. Shea Corridor is envisioned as a commerce and employment corridor serving residents and welcoming visitors. Although it includes few infill parcels, reconfiguring underutilized commercial development would open additional opportunities for revenue-generating and employment uses further supporting the long-range viability of the Town. The strategic location of this center with access to State Route 87 in proximity to resort and gaming facilities at the Fort McDowell Yavapai Nation could support economic development partnerships with the Nation.
5. Saguaro Boulevard: Primarily a commercial corridor, this area includes few significant parcels for commercial/retail infill along Saguaro Boulevard.

Character Areas Plan

The Fountain Hills Character Areas Plan presents the recommended guidance to direct maintenance and future development, redevelopment and infill in the incorporated area of the Town. **Exhibit 2**, Character Areas Plan, identifies development areas based on their distinct character while considering existing land use, zoning, land ownership, built form, and environmental features.

The *Land Use Analysis and Statistical Report 2018* which includes the Town's demographics, development trends, existing businesses, government and public facilities, and an inventory of existing land uses the *General Plan Background and Current Conditions* report, and community input obtained during the community outreach process provided the foundation for the Character Areas Plan.

Character Areas Plan and Future Land Uses

Given the largely built-out nature of the Town, most of the land use is already established. The only area remaining for significant growth and development of a character is the State Trust land. For the bulk of the Town the primary focus is on maintenance of the established character with scattered amounts of land available for infill and redevelopment. The Character Areas Plan integrates churches, neighborhood commercial, schools, parks, public services and facilities, government, utilities, and other land uses as integral components of the character areas in which they are located. Future land uses are not called out in the Character Areas Plan map. Land uses not shown in the Character Areas Plan map are incorporated by reference in Table 1 as part of the character area in which they are located. Exhibit 2 and Table 1 are included at the end of this element.

Character Areas Goals and Policies

This section includes goals and policies governing growth and the use of land within identified character areas inside the Fountain Hills corporate boundary. Exhibit 2 includes the Fountain Hills Character Areas Plan. Table 1 describes character areas location, existing character and character area plan.

GOAL 1: Maintain and protect existing neighborhoods and the Town's economic health, community well-being, and natural environment while providing for future development, redevelopment and infill .

POLICIES

1. Achieve and maintain a diverse and sustainable land use mix consistent with our small-town character that supports thriving neighborhoods, environment and economy by attracting and retaining revenue-generating uses that:
 - a. Enhance the Town's economic vitality; and
 - b. Increase the Town's revenue base to maintain quality infrastructure, services and amenities.
2. Evaluate existing retail trade capture/leakage to support revenue-generating commercial/retail uses and ensure long-range fiscal resilience.
3. Continue to work with the Fort McDowell Yavapai Nation to identify and promote employment and commercial uses that support the Town's revenue base.
4. Direct commerce and employment to the character areas that sustain them in conformance with the Character Areas Plan map and Table 1.
5. Prioritize supporting residential growth in the Adero Canyon and Eagles Nest growth area where the vast majority of vacant residential land is located.
6. Continue to prioritize development of infill areas in proximity to shopping, recreation, community services and existing infrastructure.
7. Ensure that mixed-use, employment and commercial development in the Town Center and Commerce Center character areas provide multimodal connectivity needed to activate these areas and support the revenue base.
8. Promote health by supporting connectivity, walkability, bicycle rideability and other activities conducive to healthy and active lifestyles.
9. Continue to conserve the unique natural desert and hillside environmental ecosystems as well as protect dark skies.

10. Continue to preserve open space and natural washes as buffers between and within zoning districts.
11. Continue to integrate natural areas into site design as an amenity.
12. Continue to provide memorable public spaces that support social interaction and incorporate public art, entertainment, community gathering space and other amenities accessible to all.
13. Incorporate passive and active solar, native/drought tolerant vegetation, drip irrigation and water harvesting in new development and redevelopment.
14. Work with all utility providers to ensure service capacities exist as part of any development, redevelopment, or infill project.

GOAL 2: Development, redevelopment and infill support Fountain Hill's small-Town identity and the distinct character of each area while fostering long-term viability.

POLICIES

1. Require that residential infill is compatible with adjacent residential densities and development form to protect the character of residential neighborhoods.
2. Require higher density/intensity development adjacent to residential uses to include appropriate landscape buffers within the setback area when within or adjacent to the Large Lot Residential and Mixed Neighborhood Residential character types.
3. Support a mix of residential, employment, and commercial uses at densities and intensities and in the development form that reflect the small-Town character of Fountain Hills.
4. Work with adjacent communities to ensure that development along Town boundaries is compatible with the character of Fountain Hills.
5. Strongly encourage a wide range of housing types, densities and prices to support the current and projected populations (particularly families and working professionals) and to ensure the future stock of affordable housing for all income ranges.
6. Require that development, redevelopment, and infill conform with Exhibit 2, Character Areas Plan map, and Table 1.
7. Continue to encourage the Fountain Hills art to flourish by supporting quality public art.

GOAL 3: Monitor development, revitalization, redevelopment and infill.

POLICIES

1. Continue to update the Land Use Analysis and Statistical Report on an annual basis.
2. Assess existing conditions, including the utility infrastructure, and implement viable solutions related to infill, revitalization, and redevelopment of the commercial land and existing uses along Shea Boulevard, Saguaro Boulevard, and the northern portion of Fountain Hills Boulevard.
3. Continue to monitor and prioritize the development of existing commercially zoned lands and the renovation of underutilized commercial buildings.

GOAL 4: Allow the Town Center to achieve its full potential.

POLICIES

1. Market the Town Center to attract a variety of employment, office, cultural, institutional, mixed-use, lodging, commercial, entertainment and recreational opportunities.
2. Attract and retain small and medium sized businesses to mixed-use projects in the Town Center to promote day and evening activities.
3. Require mixed-use development within Town Center to incorporate commercial or office uses at the street level, with high-density residential on upper floors.
4. Continue to locate municipal and civic offices in the Town Center.
5. Assess opportunities for reconfiguring underutilized surface parking in the Town Center to open land for development within that area.
6. Update the Downtown Specific Plan to reflect the policy direction of this General Plan.
7. Continue to support the Farmers Market and Community Garden located in the Town Center.
8. Review and update zoning ordinances as necessary to require buildings in the Town Center to meet urban design standards.

GOAL 5: Preserve open space and maintain strict guidelines for the conservation of natural resources.

POLICIES

1. Continue to preserve steep slopes, hillsides, wash areas and tracts of contiguous open space.
2. Require high-density development to include provisions for open space that include native/drought tolerant landscapes.
3. Support physical connectivity by requiring new development to provide linkages to trails, sidewalks, bicycle routes, and shared paths.
4. Support visual connectivity by requiring new development to protect scenic views, incorporating view corridors as an element of site design.
5. Continue to consider additional opportunities to connect open space and trail system with the Maricopa County McDowell Mountain Regional Park regional trail system in a manner that protects natural assets, minimizes potential environmental degradation and discourages motorized vehicular traffic.

GOAL 6: Position current State Trust Land to sustain feasible future growth.

POLICIES

1. Coordinate efforts with ASLD and utility providers to position State Trust Land to sustain feasible growth by preparing a conceptual land use and circulation plan based on a feasibility analysis to determine viability prior to the release of those lands for sale.

Exhibit 2: Character Areas Plan

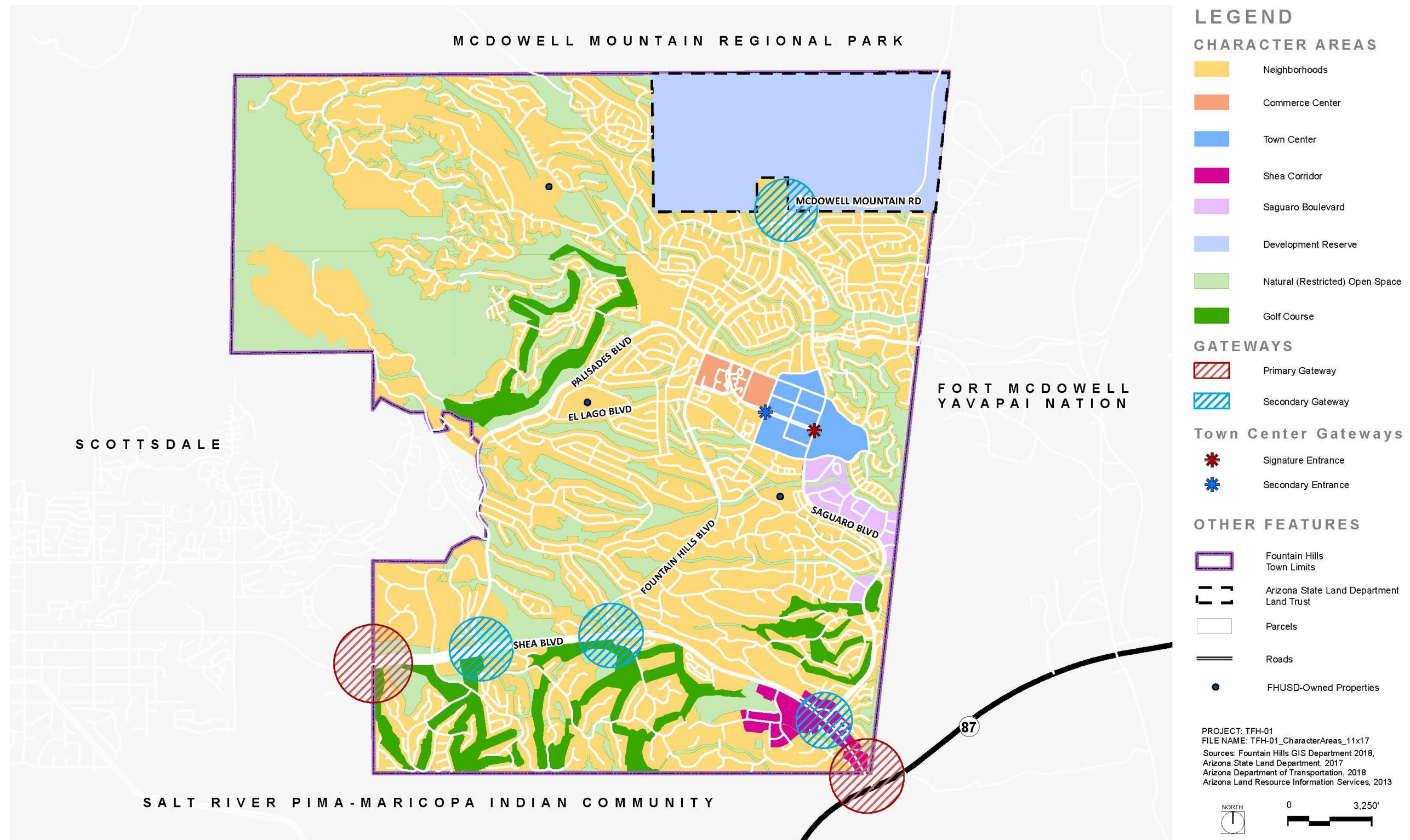


Table 1: Character Areas Plan – Neighborhoods Character Area

Character Type	Location	Existing Character	Plan		
			Focus	Uses/Development Pattern	Vacant Land/Zoning
Neighborhoods	Entire Town except where other character types are designated.	<p>Large Lot Neighborhood – This character type typically includes residential lots that are 15,000 sq. ft. or larger. Almost exclusively single-residence homes but may have small areas of attached units or condominiums. May also include schools, churches, parks, and other neighborhood serving uses. Resort lodging uses could be part of this character type when placed along an arterial street and designed to fit the desert topography. One- and two-story homes, but homes that step down a hillside may have more floors. Hillside protection easements and dedicated open space maintain a natural, open desert appearance.</p> <p>Mixed Neighborhood Residential – This character type typically includes residential lots between 6,000 and 15,000 sq. ft. Primarily single residence homes but will contain a mix of attached units and small condominium developments. May also contain schools, churches, parks, small offices at collector and arterial intersections, and other neighborhood serving uses. Resort lodging uses could be part of this character type when placed along an arterial street and designed to fit the desert topography. One- and two-story homes, but homes that step down a hillside may have more floors. Hillside protection easements and dedicated open space maintain a natural, open desert appearance.</p> <p>Urban Residential – This character type includes small-lot, single residence and low-density multi-residence properties. Setbacks are smaller and attached units, apartments, and condominium developments are common. May also contain schools, churches, parks, small office and retail uses at collector and arterial intersections, and other neighborhood serving uses. Structures up to three-stories in height with a maximum density of 12 dwelling units per acre. Streets and sidewalks designed to provide multi-modal transportation options.</p>	Maintenance and Infill	The uses and development pattern in the Neighborhood Character Area will continue to be primarily residential consistent with the existing character of a given area. Infill of appropriate supporting uses based on the specific character type can be considered.	Vacant land should be infilled with development consistent with existing zoning and compatible with the surrounding neighborhood based on the specific neighborhood type.

Table 1: Character Areas Plan – Commerce and Employment Character Areas

Character Type	Location	Existing Character	Plan		
			Focus	Uses/Development Pattern	Vacant Land/Zoning
Commerce Center	South of Palisades, east of Fountain Hills Boulevard, west of La Montana, north of Avenue of the Fountains	This area is distinguished by its suburban shopping center design providing for the regular shopping needs of residents throughout the Town. Buildings are primarily one-story and set in a parking lot. Pedestrian access is limited. Existing centers include big boxes, strip centers, and freestanding pad sites.	Maintenance and redevelopment	Primary uses will continue to be low density retail commercial. Greater mixing of uses is encouraged as well as opportunities to improve walkability.	Vacant lands are primarily vacant lots in existing developments. Major rezoning is not anticipated.
Town Center	East of La Montana, north of El Lago and includes Fountain Park	A mix of suburban and urban building forms with primarily two-story buildings. Parking is primarily in common parking areas and along the street. Uses include a mix of office, retail, restaurants, entertainment, government offices, and high-density residential	Maintenance and infill	Continue to develop a highly integrated mix of uses to provide a vibrant town center. Encourage development with an urban form with buildings brought to the street forming a continuous street wall. Encourage active ground floor uses with a high degree of transparency and office and residential above. Buildings should be limited to three stories. Architecture should be consistent with the Town’s small-town feel. Continue to develop an active public space between buildings and along street.	Encourage development of vacant land with urban mixed uses consistent the current zoning.
Shea Corridor	Both sides of Shea from the southeastern Town limits to the area west of Technology Drive.	Low intensity, auto-oriented, strip retail development. Buildings are typically one-story and setback from the street in parking areas with limited inter-connectivity.	Infill and redevelopment	This auto-oriented area should be guided through a redevelopment process to create a more welcoming image to the Town. Overbuilt retail areas should be redeveloped with a greater mix of uses, including some multi-residential development that is geared to creating an integrated, mixed-use environment.	Vacancies are limited to a few undeveloped lots. Rezoning may be necessary to allow the flexibility to create the desired gateway entry.
Saguaro Boulevard	East of Saguaro Boulevard south of Fountain Park to Malta Drive	This is a low intensity commerce area that includes a variety of office, retail, restaurant, and light industrial uses. Buildings include individual pad sites and strip retail and office buildings. Buildings are typically one- and two-story set in a parking field. The industrial portion may include screened storage areas.	Maintenance and redevelopment	Continuation of the mix of uses and low scale development pattern. Improvement along the Saguaro Boulevard frontage, possibly to include the removal of the frontage road, to present a high-quality street scene of active uses.	Vacancies are limited to a few undeveloped lots. Development consistent with the approved zoning is anticipated.
Development Reserve	State Trust property located on the north side of the Town.	Undeveloped native desert	Growth	When developed, this area will become part of the Neighborhoods character area. The exact character it will take on will be developed through future planning. To be consistent with this Plan, the development will need to meet the Town’s goals for integrating neighborhoods, environment, and economy to provide a balanced approach consistent with the small town feel of the community.	Rezoning will likely be necessary to meet the plan created for the area.
Natural (Restricted) Open Space	Various areas throughout the Town, primarily hill tops and washes	Natural terrain, topography, and vegetation with minimal maintenance to ensure flow of storm water and reduce fire danger.	Maintenance	Ongoing maintenance as natural areas.	N/A
Golf Course	Various areas throughout the Town	Maintained golf courses.	Maintenance	Retained as an amenity to Town residents and visitors	Consistent with current zoning.

Table 1: Character Areas Plan – Gateway Areas

Gateway Type	Location	Gateway Functions	Plan		
			Function	Design Character	Wayfinding
Primary Gateways	<p>a. <u>Shea Boulevard East</u>: Accessed via State Route 87 (Beeline Highway), this main gateway functions as the primary east entrance to the Town at a major commerce and employment corridor.</p> <p>b. <u>Shea Boulevard West</u>: Scenic entryway into Fountain Hills from Scottsdale provides direct access to major destinations along Shea Boulevard.</p> <p>c. <u>Future McDowell Mountain</u>: A major northern gateway into Fountain Hills when development occurs on land that is currently held as State Trust land.</p>	<ul style="list-style-type: none"> • Serve as major access points to Fountain Hills; • Distinguishes Fountain Hills from neighboring jurisdictions by conveying a sense of arrival; and • Support the identity of the Town as a unique destination. 	To draw more visitors to the Town and support a strong tax base and robust local economy.	<p>Designed to enhance user's experience as they travel to and from Fountain Hills primary gateways convey a sense of arrival while defining clear wayfinding by incorporating:</p> <ul style="list-style-type: none"> • Landscape features and ornamental plantings, • Hardscapes and monument walls featuring the name of the Town, • Accent lighting, • Signage; and • Public art. 	Welcome residents and visitors and invite travelers to further explore the Town.
Secondary Gateways	<p>a. <u>Fountain Hills Boulevard</u>: At the intersection with Shea Boulevard (south) and McDowell Mountain Road (north)</p> <p>b. <u>Saguaro Boulevard</u>: At the intersection with Shea Boulevard (south) and Fountain Hills Boulevard (north).</p> <p>c. <u>Palisades Boulevard</u>: At the intersection with Shea Boulevard.</p>	Identify major Town destinations accessed by Fountain Hills Boulevard, Saguaro Boulevard, Palisades Boulevard, including major resorts, Town Center, Civic Center, Fountain Park and the McDowell Mountain Regional Park.	To invite residents and visitors to explore the Town and increase guest spending	Designed to reflect the character of the area in which the secondary gateway is located, these gateway areas distinguish the specific theme and functions of the gateway and include entry features that provide multimodal vehicular, pedestrian and bicycle connectivity.	Effectively guide residents and visitors to multiple destinations such as resorts, Town Center and Fountain Park using destination directories.
Town Center Gateways	<p>a. <u>Signature Entrance</u>: Defining the main entrance to the Town Center at the intersection of Avenue of the Fountains and Saguaro Road.</p> <p>b. <u>Secondary Entrance</u>: Secondary entrance to the Town Center from Commerce Center at the intersection of La Montana Drive and Avenue of the Fountains.</p> <p>c. <u>Entry Features</u>: Not depicted in the Character Areas Plan Map, entry features are located at the intersections of Palisades Boulevard with La Montana Drive, the Chamber of Commerce, and Saguaro Boulevard north of the Town Center and at the intersections of El Lago Boulevard with La Montana Drive and Saguaro Boulevard south of the Town Center.</p>	Clearly distinguish arrival to an urban center and the cultural and governmental heart of the Town.	Convey arrival to a major urban destination, the Town Center.	<p>Designed to support the specific cluster functions of the governmental, civic and social Fountain Hills urban center, Town Center gateways include a signature entrance connecting the Town Center to Fountain Park, a secondary entrance and smaller entry features not shown on the map provide bicycle and pedestrian connectivity to the area.</p> <ul style="list-style-type: none"> • Utilize decorative paving patterns with varying natural colors to accentuate the vehicular, pedestrian and bicycle entries; • Employ an urban drought-tolerant Sonoran Desert landscape theme that reflects the hierarchy of each entry while applying a consistent landscape theme. 	Effectively guide residents and visitors to the multiple destinations within the Town Center including Town Hall, Civic Center, Visitors Center, Chamber of Commerce, shops and entertainment using a major Town Center directory.



Social Environment Element

A hallmark of a thriving community is to provide and maintain a safe and healthy public sphere. Fountain Hills defines “social intimacy” as the process in which residents and visitors have the opportunity to meet, interact, recreate, play, network, exchange ideas, and feel understood, appreciated, and cared for. Such process is supported by a social environment that provides a high level of social intimacy, which in turn decreases isolation and supports safety by activating public spaces and increasing eyes on the street. The “social environment” refers to the immediate physical and social setting in which residents and visitors interact.

This Social Environment Element defines the Town of Fountain Hills’ built public spaces as areas for community interaction and networking. Such public spaces include community and regional parks as well as public gathering spaces like plazas and courtyards in association with compact or urban development. This element views streets, sidewalks and trails as social connectors and also addresses passive and active recreation. When addressed in an integrated manner, the social environment supports safety and a healthy and active lifestyle.



Built Spaces for Social Interaction

On any given day, Fountain Hills' residents and visitors benefit from the Town's public spaces by walking in the Town Center, having a picnic at Fountain Lake Park, taking a yoga class at the community center, or just reaping the benefits of clear skies and clean air. Fountain Hills supports the three pillars of a thriving social environment:

- **Health and Wellness:** Improve the health and wellness through parks and recreation that inspire personal growth and healthy lifestyles
- **Connectivity:** Expand and strengthen outdoor experiences that connect residents and visitors to nature and to each other
- **Social Interaction:** Offering safe, quality public spaces such as parks, plazas and courtyards

Community & Regional Parks

In Fountain Hills, parks express the Town's identity, character and sense of place and are a major factor in the perception of quality of life of the Town. Parks and recreation services are often cited as one of the most important factors indicating livability. Fountain Hills parks provide an essential connection for residents and visitors of all ages to the health and wellness benefits of nature and the outdoors and support social interaction. The Town currently operates and maintains five parks encompassing a total of 116 acres: Fountain Park, Desert Vista Park, Four Peaks Park, Avenue of the Fountains Linear Park, and Golden Eagle Park. **Exhibit 3** includes the Parks, Trails and Open Space Plan Map.



Fountain Park is a 64-acre passive recreation area and anchor to the Town Center. Built in 1970, the park includes a 29-acre 100-million-gallon effluent lake, 35 acres of turf, a dam, an 18-hole championship disc golf course, children's playground, 2 chilled drinking fountain, parking lots, a pump station, restrooms, the world-famous fountain, sculpture garden with over 30 art pieces, 5 Ramada's, and various picnic tables and benches. Sub-facilities of Fountain Park include an amphitheater, Rotary Centennial Splash Park and Veterans Memorial.



Desert Vista Park is a 12-acre neighborhood park that includes a skate park and a 3-acre dog park. Desert Vista Park includes lighted multi-use athletic fields, a restroom and concessions building, 2 chilled drinking fountain, picnic and shade ramadas, age-appropriate children's playgrounds, walking paths, landscaping improvements, area lighting and new parking areas. The lighted athletic fields are primarily used by the Fountain Hills Soccer Club, who have consolidated the majority of games and practices to the improved facilities at this park.



Four Peaks Park is a 15-acre active recreation area adjacent to the East Valley Institute of Technology (EVIT - formerly Four Peaks elementary) school. The park includes a 100-foot pedestrian footbridge, 18-foot by 24-foot ramada with a barbeque, softball fields, 2 lighted tennis courts, 2 multipurpose ball fields with lights and spectator seating, 50 parking spaces, 2 chilled drinking fountains, 750 square foot restroom/control building, 2 children's playground and lighted 150 foot by 300-foot soccer field with spectator seating.



Golden Eagle Park is a 25-acre active recreation area adjacent to the Fountain Hills High School. The park hosts numerous activities and leagues throughout the year, including Little League, adult softball, senior softball, high school athletics and drop-in sports such as basketball, sand volleyball and tennis. The park includes 3 Ramadas with barbeques, 8 chilled drinking fountains, 2 age appropriate children's playgrounds, 2 lighted basketball courts, 2 lighted sand volleyball courts, 4 lighted multipurpose ball fields, 4 lighted tennis courts, a horseshoe pit, restroom and concessions building and meeting room. Golden Eagle Park was developed in 5 phases utilizing the Town funding and grants and was completed in December 1998. The 25-acre parcel was donated to the Town by MCO Properties shortly after incorporation and became the Town's first municipal park. The Town received nearly \$1.4 million in grants from Arizona State Parks Heritage Fund to develop the park. Golden Eagle Park was recognized by the Arizona Parks and Recreation Association with the Outstanding Facility Award for a community under 60,000 in 1999.



Avenue of The Fountain Linear Park is 3-acre park in the heart of the town center. This linear park connects from Fountain Park to La Montana. The park is host to several community events and includes an art walk, fountains, chilled drinking fountains, and Ramadas.

Health and Environmental Benefits of Parks

According to studies by the Centers for Disease Control and Prevention, creating, improving and promoting places to be physically active can improve individual and community health and result in a 25 percent increase of residents who exercise at least three times per week. Studies also correlate stress reduction, lowered blood pressure, and perceived physical health to the length of stay in visits to parks. In addition, parks improve water quality, protect groundwater, prevent flooding, improve air quality, provide vegetative buffers to development, produce habitat for wildlife, and provide a place for children and families to connect with nature and recreate outdoors together. Fountain Hills parks are the places that people go to get healthy and stay fit.

Social Benefits of Parks

Fountain Hills parks are a tangible reflection of the quality of life valued by residents and visitors. They contribute to the Town's identity and sense of place and provide gathering places for families and social groups, as well as for individuals of all ages and instill a sense of public pride and cohesion to the community.

Integrated Parks, Recreation, Trails and Open Space Master Plan

The Town could benefit from the preparation of an integrated Parks, Recreation, Trails and Open Space System Master Plan that addresses the provision of these amenities while supporting wellness, connectivity, social interaction and long-term economic development goals.

Plazas and Courtyards

Plazas and courtyards are an integral part of the social life. These urban amenities provide opportunities for social interaction where open space access is limited like the Town Center. Urban public spaces contribute to social and intellectual capital of the community by creating opportunities to network, fostering relationships that nurture the exchange of ideas. Ideas flow while drinking a cup of coffee and having a conversation with a colleague or co-worker. Plazas and courtyards also support community members wellbeing by providing walkable spaces in urban areas. These spaces also support local artists and businesses by hosting art fairs and outdoor events that attract residents and visitors.

Streets, Sidewalks and Trails as Public Spaces and Social Connectors

Increasing walkability supports the healthy life style valued by the community and increases opportunities for social interaction and networking. Sidewalks and trails are public spaces that function as social connectors.

Walk Score measures the walkability of any address using a patented system. For each address, Walk Score analyzes hundreds of walking routes to nearby amenities. Points are awarded based on the distance to amenities in each category. Amenities within a 5-minute walk (.25 miles) are given maximum points. According to this walkability index, the Town Center character area currently has a Walk Score of 63 making the area somewhat walkable where some errands can be done on foot. The Shea Corridor character area has a Walk Score of 28, making this area car-dependent where most errands require a car.

The intent of this section is threefold: 1) Support pedestrian and trail connectivity in suburban areas; 2) Reduce vehicle dependence in urban areas such as the Town Center and Commerce Center; and 3) Support urban development in Shea Corridor as this area gets repurposed.

Sidewalks

Sidewalks are an integral component of the street network. Fountain Hills has developed a sidewalk circulation network that serves most of the community. In 2007, the Town adopted a Sidewalk Plan that identifies all existing and proposed sidewalks throughout the Town. The Sidewalk Plan should be revised to support this General Plan and to schedule maintenance projects needed to support the sidewalk network.

Trail System

The Town's location within the foothills of the McDowell Mountain Regional Park, Scottsdale McDowell Sonoran Preserve, and Fountain Hills McDowell Mountain Preserve provides a network of trails, natural drainage channels and washes that extend through the community. These washes, primarily owned by the Town, are typically undeveloped, although most also contain utilities and utility easements, as well as serving as surface drainage corridors. Such network of undeveloped washes providing visual connectivity to natural open space between neighborhoods.

Fountain Hills includes two types of trails systems:

1. **Preserve Trails:** The Preserve trail system consists of five trails, including the Promenade, North, Western Loop, Town Overlook, Adero Trail and Interpretive trails. This system stretches 8.3 miles.
2. **Fountain Hills Interconnected Trails (FIT):** This trail system consists of multiple existing and future trails throughout the Town and include three existing urban trails and seven future trails.

Existing Urban FIT Trails:

- Sunridge Trail: A 3.8-mile loop that begins at Golden Eagle Park along Desert Canyon Drive and Palisades Boulevard.
- Falcon Trail: A 1.7-mile loop that begins at Golden Eagle Park around Fountain Hills High School around to Bainbridge Avenue.
- Civic Center Trail: A 3.2-mile trail that begins at Fountain Park, along Avenue of the Fountains to Mountainside Drive and back along El Lago Boulevard.

Future FIT System Trails:

- Fountain Park Trail: 1.9 miles
- Lake Overlook Trail: 1.9 miles
- Four Peaks Trail: 4.3 miles
- Desert Vista Trail: 2 miles
- McDowell Mountain Trail: 2.5 miles
- North Heights Trail: 4 miles
- Sundown Trail: 3.5 miles

An additional system of trails lies within the Bela Lago and Dia Lago subdivisions uphill from Fountain Park. These trails are not officially named and are 1.7 miles in length. In addition, there is a trail access off the upper end of Golden Eagle Boulevard that utilizes an existing easement in the Eagles Nest MCO development that allows access to the McDowell Mountain Regional Park trail system. Exhibit 3 shows Parks, Trails and Open Space.

Trailheads

Adero Canyon Trailhead was completed in 2018 and provides access to about 10 miles of trails within Fountain Hills with additional access to hundreds of miles in McDowell Mountain Park and the Scottsdale Sonoran Preserve. This trailhead includes parking for more than 30 cars with a control building that includes restrooms and an adjacent ramada for resting or picnicking. Water and sewer lines have yet to reach the trailhead site but will be connected after road improvements in 2019.



Adero Canyon Trailhead Photo by David Reynolds

Passive and Active Recreation

In addition to numerous opportunities for passive recreation in the McDowell Mountain Park and Preserve areas and active recreation provided at the various parks and the four golf courses in Town. These include: Desert Canyon (public); Sunridge Canyon and Eagle Mountain (semi-public) and Fire Rock (private).

Social Environment Goals and Policies

This section includes goals and policies governing the maintenance and enhancement of Fountain Hills social environment. Exhibit 3 includes the Parks, Trails and Open Space Plan Map.

GOAL 1: Address parks, recreation, trails and open space in an integrated manner to support health and wellness, connectivity, social interaction and long-term viability.

POLICIES

1. Identify funds for the preparation of an integrated Parks, Recreation, Trails and Open Space System Master Plan that addresses the provision of amenities while supporting wellness, connectivity, social interaction and long-term economic development goals that includes:
 - a. Assessing current and future park, recreation, and trails needs;
 - b. Identifying users' preferences including families and working professionals to provide the amenities that attract and retain these groups;

- c. Establishing levels of service standards for passive and active recreation that prioritize users' preferences;
- d. Assessing the opportunity to establish a visitor open space user fee;
- e. Improving pedestrian and bicycle connectivity;
- f. Coordinating parks, recreation trails and open space maintenance in a comprehensive manner to reduce costs and maximize the provision of amenities;
- g. Identifying funding and grants available for these purposes and local as well as regional public/private partners, including the FHUSD, MAG, City of Scottsdale, Maricopa County, Salt River Pima-Maricopa Indian Community, Yavapai Nation and other;
- h. Supporting local and regional amenities such as the Fountain Hills Botanical Garden, Adero Trailhead, Golden Eagle Park, and other areas of interest in the region;
- i. Including a phased strategy for the provision of these amenities and services; and
- j. Considering these amenities and services as part of the Town's economic development strategy.

GOAL 2: Provide plazas and courtyards as distinct public spaces in urban centers designed to support wellness, connectivity and social interaction.

POLICIES

1. Include plazas and courtyards as attractive amenities in urban areas where open space access is limited like the Town Center and Shea Corridor.
2. Require plazas and courtyards as integral design component of development plans for multi-tenant commercial, business parks, mixed-use, and higher density development.
3. Design plazas and courtyards including design elements that harmonize with adjacent parklets, streetscapes, landscape and hardscape features, colors and materials to promote an aesthetically pleasing, cohesive design.
4. Allow temporary uses such as concerts, arts festivals, and other community events in plazas and courtyards.
5. Ensure that connectivity to pedestrian, bicycle, and transit system is included in plaza and courtyard design.
6. Incorporate bicycle parking, trash receptacles, benches, and public art as part of a plaza or courtyard design.
7. Require that plazas and courtyards include shade trees and drought tolerant landscapes with drip irrigation or water harvesting features to conserve water, support the green infrastructure, to avoid the creation of heat islands.

GOAL 3: Maintain existing and design new streets, sidewalks and trails as social connectors

POLICIES

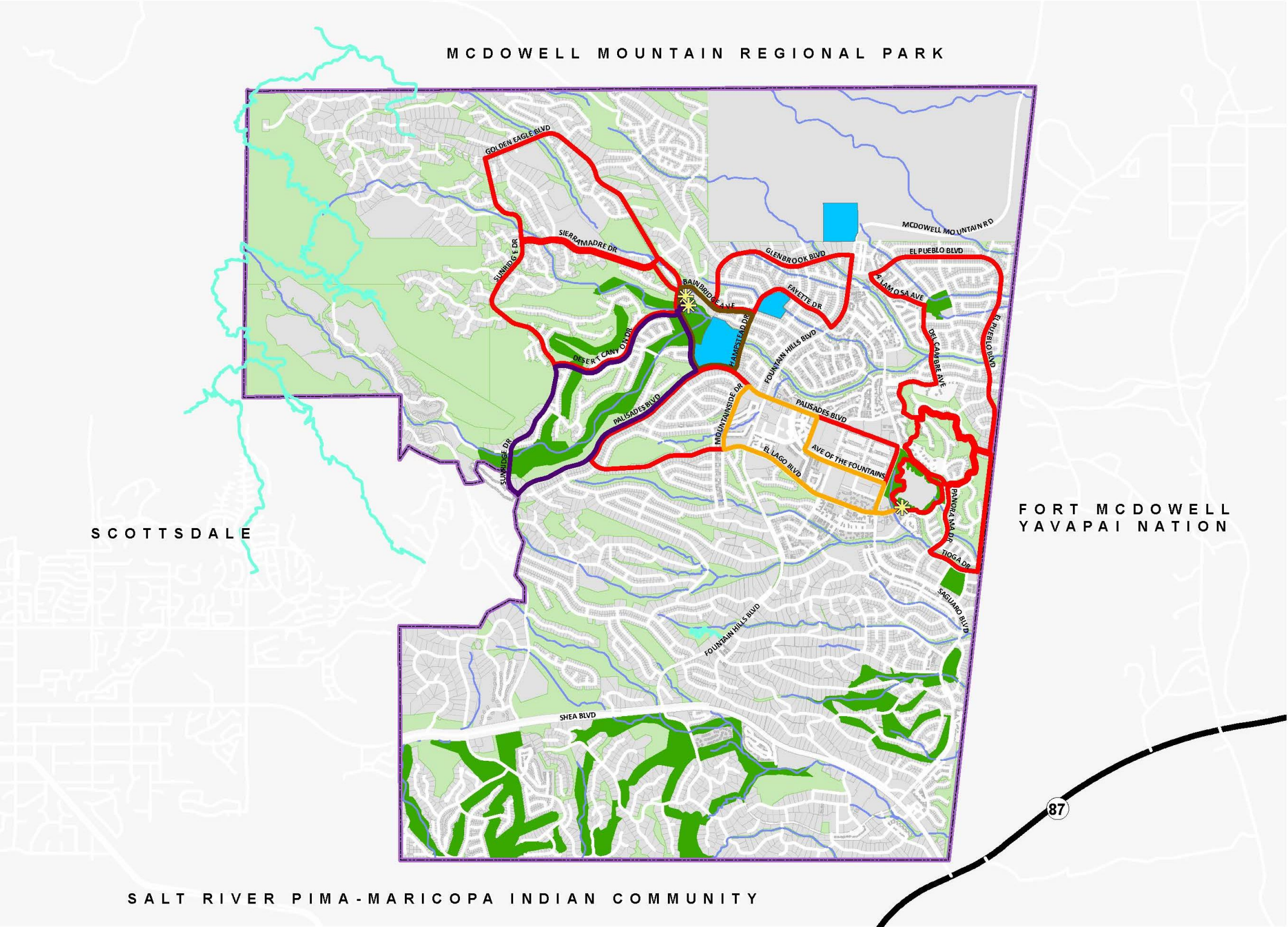
1. Design and maintain streetscapes to invite pedestrian use along roadways and to provide visual continuity throughout the Town.
 2. Incorporate overlook or exercise areas where feasible to enhance users' experience.
 3. Continue to apply safe-by-design principles to support users' safety along pedestrian corridors.
 4. Update the Sidewalks Plan to reflect the direction of this General Plan.
 5. Address recreation aspects of trail systems in the Parks, Recreation, Trails and Open Space Master Plan.
 6. Address connectivity, access and mobility aspects of pedestrian and trail systems in the integrated Connectivity, Access and Mobility Master Plan.
-

GOAL 4: Support quality active and passive recreation

POLICIES

1. Continue to support opportunities for passive recreation in the McDowell Mountain Park and preserve areas and along preserve trails, wash trails, and Fountain Hills Interconnected Trails (FIT) and fully address the potential for passive recreation in the Parks, Recreation, Trails and Open Space Master Plan.
2. Continue to support active recreation and recreation programs at the various Town Parks.
3. Assess opportunities to create recreation programs and amenities designed to attract families and working professionals while supporting programs for other user groups.
4. Address active recreation and recreation programs in the Parks, Recreation, Trails and Open Space Master Plan.

Exhibit 3: Parks, Recreation, Trails and Open Space



PROJECT: TFH-01
 FILE NAME: TFH-01_ParksOpenSpaceTrails_11x17
 Sources: Fountain Hills GIS Department 2018,
 Arizona State Land Department, 2017
 Arizona Department of Transportation, 2018
 Arizona Land Resource Information Services, 2013



Connectivity, Access and Mobility Element

A transportation and circulation system that supports connectivity, access and mobility contributes to the quality of life. The Connectivity, Access and Mobility Element provides a comprehensive framework for the maintenance and enhancement of an integrated transportation system that includes the Town's roadway, transit, bicycle and pedestrian systems supporting the needs of the character areas included in Exhibit 2: Character Areas Plan Map. This element also includes options for reducing car-dependency and carbon emissions.

Fountain Hills Roadway System

There are approximately 165 miles of paved roadways in the Town of Fountain Hills. Arterial roadways are the foundation of the roadway system, providing regional access and major transportation links. State Route 87 is a State Highway and Shea Boulevard is classified as a principal arterial. Palisades Boulevard, Fountain Hills Boulevard, McDowell Mountain Road, Saguaro Boulevard and portions of Golden Eagle Boulevard are classified as minor arterials. Roadways classified as collector streets provide the linkages between arterial roadways and the local streets. They effectively balance the need for vehicular mobility and parcel access.

The Town of Fountain Hills Streets Division is responsible for the maintenance of traffic signals, regulatory signs, median landscape maintenance, storm debris clean up, street sweeping, street related emergency responses, vehicle maintenance, contract administration as well as minor asphalt, curb and sidewalk repairs. Arizona Department of Transportation (ADOT) manages and maintains SR 87, and the Maricopa County Department of Transportation (MCDOT) manages and maintains Shea Boulevard between the east Town limit and SR 87.

Functional Classification System

The implementation of any of the policies or approval of any project or study must be consistent with the hierarchy of streets, as defined by the functional classification system included in this Element. The functional classification system describes the service performed, typical trip lengths, access spacing and continuity of the Fountain Hills roadway system. For circulation planning as well as definition of specific design criteria, roadways are most effectively classified by function. Roadways have two basic functions: mobility and access. For land access low speeds are desirable and are often accompanied by intermittent traffic flows. For mobility, higher speeds and uniform traffic flows are desirable.

Principal arterial roadways are designed and constructed to satisfy the need for high mobility. Rapid travel in a safe and uniform manner is the primary objective of these roadways. Access points should be limited to approved intersections to preserve the desired higher speeds, traffic volumes and safety considerations characteristic of the roadway design. Any increase in the number of access points should be carefully examined.

Conversely, local roadways are designed to provide low-speed convenient access. Most roadway categories fall between these two extremes and are the most difficult to categorize because the roads must provide both mobility and access. Roadway functional classification establishes the type of circulation service and access control provided by each roadway category. Decreased access control points

permit a corresponding increase in traffic speed and potential volume. **Exhibit 4** shows the Town's functionally classified roads, which include:

Principal Arterial:

Principal arterials are high traffic volume, full access-control roads with intersection spacing dictated either by designated major highways or by key access points.

Minor Arterial:

Minor arterials are moderate traffic volume, partial access control roads that provide service to commerce, employment and industry. Minor arterial roadways may develop into principal arterials if traffic volumes increase due to an increase of development along these corridors.

Collector:

Collectors carry a relatively high volume of traffic within larger neighborhoods and can accommodate the traffic volumes generated by minor retail and other commercial services. Collector roadways are intended to provide convenient traffic movement and access to the arterial roadways.

Local:

Local roads are designed for slow-speed discontinuous travel conditions and are used primarily for roadways with on-street parking and for cul-de-sac streets. Local roadways serve abutting land uses and provide access to higher-level roadways. Most of the Fountain Hills roadway system consists of local roads.

Access to the Larger Metro Area

Major vehicular access to the community (from the west) is provided by Shea Boulevard. Shea Boulevard serves as the Town's primary connection to the greater Phoenix Metropolitan Area through Scottsdale and Phoenix. Shea Boulevard terminates at State Highway 87 (Beeline Hwy/SH 87) east of the Town, which connects the Town to the communities of the East Valley and Northern Arizona, including the City of Mesa, City of Chandler, Town of Gilbert, Town of Payson and unincorporated community of Pine.

To the east, Beeline SR 87 crosses the Verde River, Goldfield Ranch and the entrance to the Saguaro Lake/Salt River recreation areas. Extending further north, it is a major gateway to Saguaro Lake, Roosevelt Lake and other Mogollon Rim recreation areas.

To the north, McDowell Mountain Road provides access to Rio Verde and to north Scottsdale.

Vehicular

Although not within Town limits, Beeline Highway SR 87 connects Fountain Hills to major highways throughout the State and connects to Shea Boulevard, a major arterial that runs through Fountain Hills and connects to Scottsdale on the west. Fountain Hills Boulevard is a north-south arterial that runs through Fountain Hills and turns into McDowell Mountain Road. Palisades Boulevard and Saguaro Boulevard are also north-south arterials that connect to Shea Boulevard and run through the heart of Fountain Park and the Town Center providing connectivity throughout the Town. The roadway system providing access internally and to the larger metro area is depicted in **Exhibit 4: Connectivity, Access and Mobility Plan**.

Transit

The Phoenix Transit System, under contract with the Regional Public Transportation Authority (RPTA), provides limited bus service to Fountain Hills. Daily bus service consists of two morning inbound express and two afternoon outbound express routes between downtown Phoenix and the local transit stop (north of the northeast corner of El Lago Boulevard and La Montana Drive). Local transit service does not currently exist within the community.

Carpooling

Carpooling, vanpooling, bicycling and teleworking may be good options when access to transit is limited. ShareTheRide is an online ride matching system for commuters to quickly and securely find a carpool, vanpool, bus, light rail, bike or walk option. Currently, there are 52 carpool drivers registered in this program with a total of 174 carpool passengers carpooling from Northstar Drive (west of La Montana on El Lago) in Fountain Hills to Washington Street in Phoenix and 17 carpool drivers with a total of 48 carpool passengers carpooling from Northstar Drive in Fountain Hills to N. Scottsdale Road.

Work Schedule Options: Commute Alternatives

Schedule options include telework, flextime and a compressed work schedule. Teleworking eliminates the traditional commute by allowing employees to work remotely as needed. Teleworking also reduces commute costs, relieves stress and reduces pollution and traffic congestion. It can also reduce overhead costs by renting a smaller office at the Town Center or working from home. Flextime allows employees to change their start, ending, lunch and break times. Compressed work schedules compress the work week into fewer days, such as 40 hours compressed into four work days.

Electric Vehicle Charging Stations

An electric vehicle charging station connects an electric vehicle (EV) to a source of electricity to recharge electric cars, neighborhood electric vehicles and plug-in hybrids. Some charging stations have advanced features such as smart metering, cellular capability and network connectivity. EV charging stations attract upscale, eco-minded tenants or shoppers to an area supporting economic development while supporting reduce carbon emissions.

Offering charging is a direct way for property owners and managers to attract and retain tenants who own electric cars. Hosting an EV charging station is a highly visible way to exemplify a building's or property management company's environmental values. This may help contribute to a green image that attracts and retains tenants and customers who share these values. By offering this service free of charge, as many facilities currently do, companies may add a new dynamic to their corporate branding.

Local Circulation

Two major components of the local circulation system are pedestrian and bicycle systems.

Pedestrian Connectivity

Pedestrian connectivity includes sidewalk and trail systems. The Social Environment Element addresses sidewalk and trail systems as social connectors. This element addresses the functionality of these systems as major assets connecting people and places.

Bicycle Connectivity

The Town prepared a bicycle plan based, in part, on the design features and recommendations of the Maricopa Association of Governments (MAG) Bicycle Plan. Fountain Hills bicycle network includes bike lanes and bike routes throughout Fountain Hills and is depicted in **Exhibit 5: Bicycle Connectivity Plan Map**. The Bicycle Plan includes existing and proposed roadway bike lanes.

Safety

Signalized Intersections

The Town monitors intersection service levels and safety. Any intersection experiencing an undesirable level of service or an accident rate of more than five per year, will be reviewed to determine if any of the warrants for signalization as set forth in the Manual on Uniform Traffic Control Devices (MUTCD) are met, and to determine if a traffic signal should be installed.

Pedestrian Crossings

Well-marked pedestrian crossings support a dual function: 1) They prepare drivers for the likelihood of encountering a pedestrian; and 2) They support walkability and accessibility for pedestrians. In Fountain Hills crossing locations are treated as essential links in the pedestrian network.

Gateways and Wayfinding

The Great Places Elements addresses gateways and wayfinding from a character area perspective. This element addresses these features from a design perspective. Exhibit 4 shows gateways.

Gateways Design Elements

Gateways are featured spaces that identify key points of entry and create a sense of welcome, arrival, and place. Beyond a welcome plaque, or monument, each gateway should be unique based on the hierarchy established in Table 1 located in the Great Places Element. Gateways also establish a desired identity, support the character of the area in which they are located, convey sense of arrival to the various destinations, and support wayfinding efforts. The Town approved a Wayfinding Program in 2018. That program should be updated to conform to this General Plan.

Connectivity, Access and Mobility Goals and Policies

Fountain Hills maintains and enhances a safe, efficient, and aesthetically pleasing circulation network that supports connectivity access and mobility by accommodates all modes of vehicular and non-vehicular transportation in an environmentally and fiscally sensitive manner.

Exhibit 4, Connectivity, Access and Mobility Plan, shows the Town's functionally classified roadway system. Exhibit 4 also depicts the primary and secondary gateways and Town Center signature and secondary gateways. Exhibit 5: Bicycle Connectivity Plan. The Bicycle Plan includes existing and proposed roadway bike lanes. Both exhibits are included at the end of this Element.

GOAL 1: Continue to support safe, efficient and sustainable connectivity, access and mobility throughout the Town.

POLICIES

1. Prepare an integrated Connectivity, Access and Mobility Master Plan that:
 - a. Establishes metrics for the maintenance of a safe, efficient, environment-conscious, and economically sustainable connectivity, access and mobility system that includes level of service standards for all travel modes (vehicular, pedestrian, bicycle, transit);
 - b. Includes universal access (ADA accessibility);
 - c. Addresses vehicular, transit and carpooling access to the larger metro area;
 - d. Explores feasible telework, flextime and compressed work schedules and park-and-ride commute alternatives;
 - e. Assesses the best location for EV charging station(s);
 - f. Establishes a mechanism for periodic assessment of accident site data and operationally deficient areas that:
 - i. Identifies signalization needs based on crash data and travel demands;
 - ii. Determines future needs for traffic control measures; and
 - iii. Implements a mitigation program for high accident locations;
 - g. Assesses pedestrian interaction with other travel modes in and around the Town Center to identify locations where pedestrian crossings and/or traffic calming improvements needed to support the Town Center as a pedestrian-friendly destination;
 - h. Incorporates the connectivity, access and mobility needs of Fountain Hills character areas described in Table 1 and shown in Exhibit 2: Character Areas Plan Map.
 - i. Includes a maintenance schedule tied to the Town's Capital Improvements Program that:
 - i. Supports the street pavement plan and road improvement schedule; and
 - ii. Identifies public and private funding sources to finance improvements.

- j. Address street-level drainage and wash crossings and assesses the need for flood control and drainage at drainageways and street crossings.
- 2. Continue to conduct periodic community-wide traffic volume counts on all arterial and collector streets to monitor existing conditions and recommend necessary improvements.
- 3. Continue to update Average Daily Traffic Counts, obtained through automatic tube counts, every two years at each count location.
- 4. Continue to conduct manual turning movement counts periodically at key intersections, particularly at those locations exhibiting high accident rates or rapidly increasing traffic volumes.
- 5. Update and continue to implement the *Neighborhood Traffic Management Process* manual and continue to monitor non-neighborhood “cut-through” and speeding traffic as necessary on roads maintained by the Town to identify if traffic calming measures, including speed humps, speed tables, roundabouts and other appropriate measures should be implemented.
- 6. Conduct an integrated parking study that comprehensively assesses:
 - a. Underutilized parking in the Town Center:
 - b. Special event parking and traffic management plans and policies for the control of high-volume traffic, short-term localized traffic congestion and lack of available parking generated by periodic special events;
 - c. Feasibility of locating a public parking structure in the Town Center to support regular Town Center parking needs and special event parking opening valuable land within the Town Center for additional development.
- 7. Continue to take advantage of the opportunities that are available through the Safe Routes to School program.
- 8. Require all new development to include secondary access points for temporary and permanent emergency access, including mountain and hillside subdivisions.

GOAL 2: Maintain a quality and aesthetically pleasing connectivity system throughout the Town

POLICIES

- 1. Continue to enforce roadway right-of-way (R.O.W) standards and landscape design standards that emphasize safe, beautiful streetscapes using xeriscape plants that provide shade, color and safe pedestrian and bicycle pathways.
- 2. Encourage off-street parking design to:
 - a. Incorporate drought-tolerant landscapes with drip irrigation or water harvesting features;
 - b. Include shade-providing trees and accent plants with color schemes that harmonize with overall landscape design; and
 - c. Provide safe pedestrian walkways to structures.
- 3. Continue to carefully consider requests to waive roadway standards to facilitate the development of steeply sloping areas, particularly if development will generate visible cut/fill scarring.

4. Consider denying any roadway alignment or cut/fill waiver that would allow for the development of any roadway that is visually inappropriate or incompatible with the existing natural terrain.

GOAL 3: Provide for and encourage the use of non-vehicular travel modes to support a healthy and active lifestyle, enhance the social environment, improve connectivity, and reduce automobile dependence, carbon emissions, trip generation and cost of maintaining and widening roads.

POLICIES

1. Require all new development to include provisions for pedestrian and bicycle connectivity where appropriate as components of site design and development plans.
2. Update standards for bikeway systems along the roadway and for pedestrian trails adjacent to open space corridors to incorporate the latest best practices.
3. Continue to support multi-use pathways that connect all school sites, activity centers, trails or recreational sites and provide safe, convenient, and aesthetically pleasing cross-transportation mode nodes.
4. Promote pedestrian and bicycle use by:
 - a. Including design guidelines for the design of safe pedestrian and bicycle facilities including bicycle parking throughout the community
 - b. Integrating local bike routes into the MAG Regional Bikeway system
 - c. Seeking funds to develop a more thorough Fountain Hills Bicycle and Pedestrian Connectivity map and App that includes the bicycle network and facilities and pedestrian routes that can be accessed via website and cell phone and includes connectivity to:
 - Schools
 - Libraries
 - Parks
 - Trails and trail heads
 - Town Center and Civic Center
 - Commerce (Restaurant, Shops, Entertainment)
 - Transit facilities
 - Popular scenic/recreational sites
 - Youth centers
 - Arts and cultural facilities
5. Encourage telework and compatible home-based businesses that integrate the business operation into the existing residential neighborhood, reducing vehicular trip generation.
6. Support infill and mixed-use projects that integrate pedestrian and bicycle connectivity in character areas identified in Table 1 that support urban development where public/private services, roadway capacity and utilities exist.

GOAL 4: Provide adequate provisions for regional public transportation

POLICIES

1. Work with Maricopa Association of Governments to identify funding available for conducting, and periodically updating, a community transit needs/feasibility study to consider:
 - a. Improvements to the inter-community regional connections, including both to Scottsdale and Mesa, as well as to the adjacent Fort McDowell Yavapai Nation, Salt River Pima Maricopa Indian Community and Rio Verde;
 - b. In-town service, possibly in the form of a van pool or dial-a-ride operation; and
 - c. Use the latest RPTA regional transit plan, which encompasses all of Maricopa County, as a foundation and resource document for the study.
2. Coordinate with Valley Metro to increase the frequency and access to available bus routes when ridership needs support such increase.
3. Evaluate future park-and-ride facility needs and coordinate location of such facility with the bicycle and pedestrian circulation systems. encourage the design and development of efficient, safe and aesthetically beautiful and interesting
4. Encourage regional transit and school bus stops that include provisions for both morning and afternoon shade and trash containment.
5. Integrate regional and local bus stops into the community-wide bicycle and pedestrian circulation systems.
6. Support the design and development of multiple transit options to encourage inter-community and regional transit use when feasible as demand increases.

GOAL 5: Continue to use existing applicable guidelines and standards impacting roadway design and update these as needed to support the latest best practices and the direction of this General Plan.

POLICIES

1. Update the Town of Fountain Hills Subdivision Ordinance to ensure that street design guidelines and standards for all new roads and for the widening and realignment of existing roads conform with this General Plan.
2. Adopt gateway design guidelines to ensure that gateway areas:
 - a. Convey a sense of arrival into the Town;
 - b. Support the character, identity and sense of community of the Town;
 - c. Incorporate pedestrian, bicycle, and trail connectivity;

- d. See Table 1 for Gateway objectives; and
 - e. Support a safe roadway network by incorporating appropriate visibility triangles in gateway design and maintaining the established roadway flow.
- 3. Continue to require that design and location of any driveway providing access to a property:
 - a. Complies with the standards in the Town's Zoning Ordinance unless otherwise approved by the Town Engineer;
 - b. Does not inhibit the flow of traffic on the public streets; and
 - c. Does not present a safety hazard by location or operation.
- 4. Minimizing the number of driveways along an arterial or collector roadway is desirable. The use of joint-access drives serving more than one property, as well as the interconnection of property access and parking areas is desirable, thus reducing the number of driveways with access to the roadways.
- 5. Update the Town of Fountain Hills Zoning Ordinance on-site parking design guidelines and layout standards of parking facilities to accurately reflect parking needs, support shared parking, encourage pedestrian and bicycle use in accordance to the findings of the parking study.
- 6. Incorporate all existing connectivity, access and mobility plans, including, but not limited to, the Special Event Parking and Traffic Management Plan, the Town Center Circulation Plan, and Street Crossing and Drainage Analysis into an integrated Connectivity, Access and Mobility Master Plan in conformance with Goal 1 of this Element.

GOAL 6: Continue to update count data and monitor intersection service levels and safety to support a safe and efficient roadway system.

POLICIES

- 1. Continue to support traffic count data updates for all functionally classified roads to ensure an efficient and safe road system.
- 2. Review intersections experiencing an undesirable level of service or an accident rate of more than five per year to determine if a traffic signal should be installed and consider the following criteria in such review:
 - a. Meet MUTCD warrants
 - b. Spacing of adjacent signals
 - c. Cost/benefit
 - d. Legal liability
 - e. Maintenance costs
- 3. Space traffic signals a minimum of one-quarter mile for optimum traffic progression and coordinated flow.

GOAL 7: Coordinate and administer flood control regulations with street improvement projects.

POLICIES

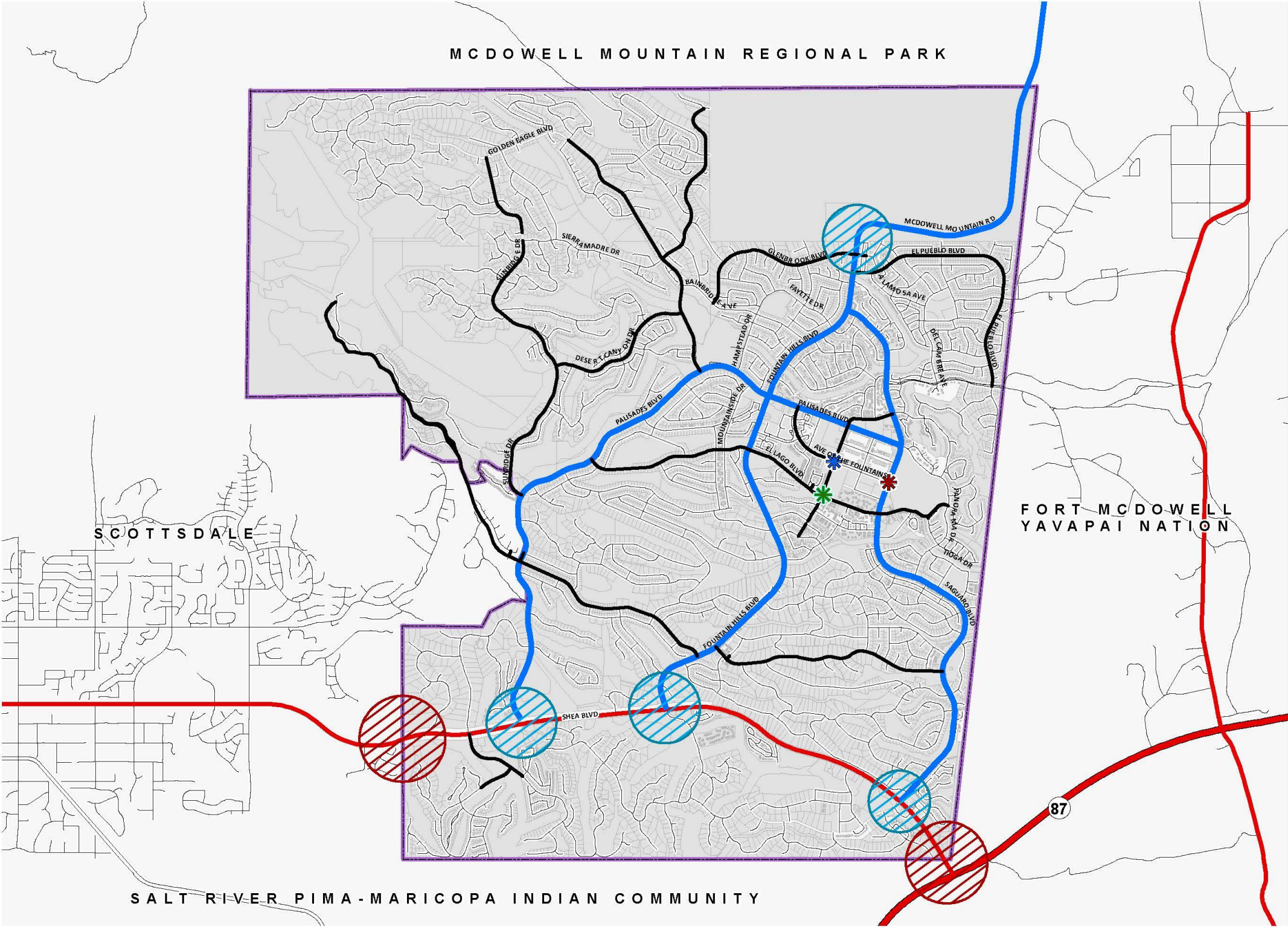
1. Continue to manage, coordinate and administer flood control regulations with street improvement projects, including drainage and flood control requirements, to:
 - a. Increase safety;
 - b. Minimize costs;
 - c. Protect lives, property and critical facilities;
 - d. Provide accessibility during a 100-year flood; and
 - e. Operate ADWR jurisdictional dams.
-

GOAL 8: Support feasible future growth of land currently held in Trust by the ASLD.

POLICIES

1. Work with ASLD in a coordinated effort that includes the preparation of a conceptual plan supporting highest and best use prepared concurrently with a circulation plan to support feasible growth in the State Trust land growth area identified in the Character Area Plan map.

Exhibit 4: Connectivity, Access and Mobility Plan



LEGEND

ROADWAY SYSTEM

- State Route 87
- Principal Arterial
- Minor Arterial
- Collector
- Local

GATEWAYS

- Primary Gateway
- Secondary Gateway

TOWN CENTER GATEWAYS

- Signature Entrance
- Secondary Entrance

OTHER FEATURES

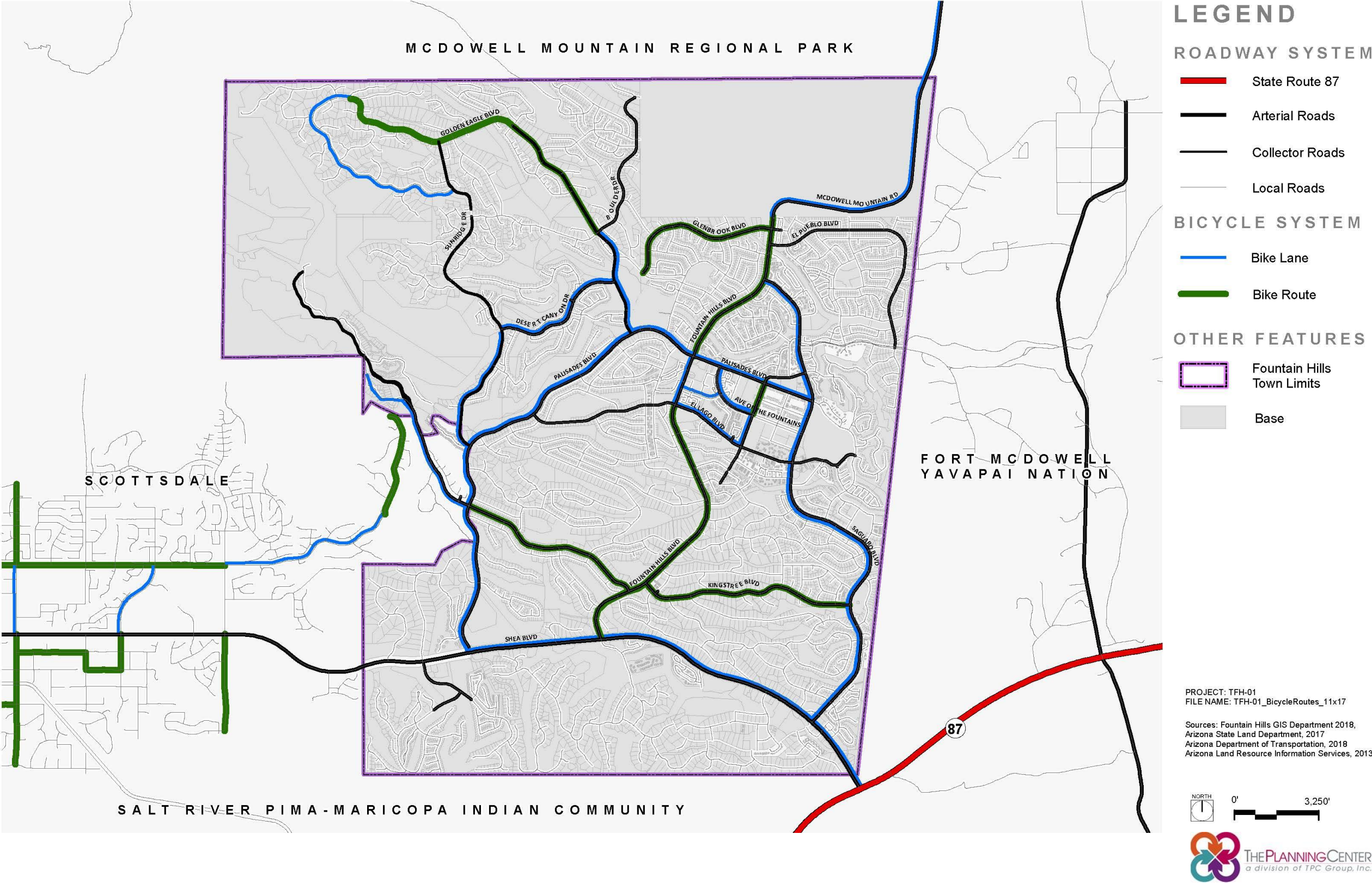
- Fountain Hills Town Limits
- Base
- Transit Stop

PROJECT: TFH-01
FILE NAME: TFH-01_Transportation_11x17

Sources: Fountain Hills GIS Department 2018,
Arizona State Land Department, 2017
Arizona Department of Transportation, 2018
Arizona Land Resource Information Services, 2013



Exhibit 5: Bicycle Connectivity Plan



Public Facilities and Services Element

The Public Facilities and Services Element addresses those public services and facilities owned, managed and operated by the Town of Fountain Hills for which the Town has jurisdictional responsibility as well as coordination with other service providers, and includes the supporting goals and policies necessary to provide the high-quality services needed to support current and future growth. Much of the Town's infrastructure was built in the early 1970's. The Town prioritizes regular maintenance of the aging infrastructure to ensure it is of adequate quality.

This Element addresses potable water supply and demand. The Natural Resources and Open Space Element addresses water and air quality. The *General Plan Background and Current Conditions* technical report further describes public facilities and services current conditions and capacity.

Water and Sewer

Water is supplied to the Town through the independent services of EPCOR. EPCOR purchased ownership of the previous provider, Chaparral City Water Company (CCWC), for the Town of Fountain Hills water in 2011. This acquisition was announced in 2010 and was approved by the Arizona Corporation Commission (ACC) in decision #72259, dated April 7, 2011. EPCOR, operating as the Chaparral District (Chaparral) has a Certificate of Convenience and Necessity (CC&N) issued by the ACC to serve the 12,060 acres of land originally acquired by McCullough Properties to develop Fountain Hills. The 2010 corporate boundary of the Town of Fountain Hills is completely within the Chaparral certificated area, including the 1,276 acres of State Trust Land annexed by the Town of Fountain Hills.

Potable Water Supply

In 2004, Chaparral received a designation of an assured water supply from the Arizona Department of Water Resources (ADWR). EPCOR is a member of the Central Arizona Groundwater Replenishment District (CAGRD). Chaparral obtains groundwater from two groundwater wells and surface water from the CAP. The Chaparral water system includes a surface water treatment facility, 8 reservoir sites (7 with booster pump stations, 1 inline booster pump station and 2 wells). The infrastructure provides water service to approximately 12,964 residential connections and 444 commercial connections in 19 pressure zones through approximately 220 miles of pipe ranging in diameter from 4 inches to 24 inches.

Central Arizona Project (CAP) System

The CAP is operated and maintained by the Central Arizona Water Conservation District (CAWCD) in accordance with the contract between the United States and the District (No. 14-06-W-245) for Delivery of Water and Repayment of Costs for the CAP. The CAP water supply system was declared substantially complete on October 1, 1993 with the initial repayment by the District to the U.S. Government for construction costs of the CAP system beginning in January 1994 under the same Contract.

Upon completion of the construction of the portion of the CAP system to serve the Town of Fountain Hills on October 20, 1986, the U.S. Government transferred the full control, care, operation, maintenance and management of the Fountain Hills Water Delivery System (FHWDS) to the CCWC on October 24, 1986. The

facilities constructed as part of the FHWDS include a pump station with 450HP vertical turbine pumps capable of pumping a total of 10,000 gallons per minute (GPM), 23,000 lineal-feet (4.4 miles) of 24-inch transmission main, a 3.5 million-gallon raw water reservoir and a water treatment plant. The pump station turnout is located at the Hayden-Rhodes Aqueduct Reach 12 just upstream of the Shea Boulevard Bridge in Scottsdale, Arizona. EPCOR's surface water allocation is 8,909-acre feet per year (AFA), or 7.95 million gallons per day (MGD).

Water Treatment Plant

Water from the CAP is treated, monitored, and distributed throughout the Chaparral service area from the Shea Water Treatment Plant (SWTP) located near Palatial Drive and Shea Boulevard in Fountain Hills.

The SWTP was originally constructed in the late 1980's to provide potable water to the residents of Fountain Hills. The original plant used in-line filtration to treat Colorado River water delivered by the CAP. The treated surface water was supplemented by water provided by local wells. The treated water production capacity of the original plant was approximately 7 million gallons per day (MGD).

In the late 1990's, the SWTP underwent expansion to provide additional treated water production capacity. The plant expansion consisted of the construction of a second water treatment plant at the site, which is referred to as Water Treatment Plant No. 2 (WTP 2). The original plant was thereafter referred to as Water Treatment Plant No. 1 (WTP 1) and has since been decommissioned.

WTP 2 uses a version of the contact clarification-filtration process for treating the CAP water. The specific process implemented is the Tricon™ Adsorption Clarification and Filtration System (Tricon System) developed by the US Filter Company. This modular-type system consists of one adsorption clarifier and two granular media filters. The first module was completed and began operating in 1999, with a treated water capacity of 5-MGD.

The layout for WTP 2 provided space for the future construction of two more identical modules that would increase the capacity of WTP 2 to 15-MGD. The second expansion was completed in 2005. The current treated water production capacity of the SWTP is 15 MGD.

After achieving primary disinfection, the treated water flows into the Finished Water Pump Station ("FWPS") wetwell. Two sets of high service pumps boost the water from the FWPS wetwell into Pressure Zones 1 and 2 of the Water Distribution System. The FWPS consists of four pumps (HSP-01 through HSP-04). HSP-01 and HSP-02 are connected to a 24-inch main that serves Zone 1. HSP-03 and HSP-04 are connected to a 16-inch main that serves Zone 2. Water for Zone 1 is stored in Reservoir No. 1 and 2, and water for Zone 2 is stored in Reservoir No. 3, 5 and 7.

Water Demand

EPCOR serves treated water to approximately 13,408 customers in the Town of Fountain Hills and a small portion of the City of Scottsdale, including 12,964 residential customers and 444 commercial customers. Customer water usage is projected using historical data and incorporating any known changes, such as

reduced use through conservation or changes in customer types such as multi-family versus single-family residential, or new open spaces or golf courses.

From March 2017 through February 2018, daily water demand for the Chaparral service area ranged from 3.1 million gallons per day (“MGPD”) to 6.2 MGD. The average daily water demand for the same period was 4.73 MGD, which equates to an average daily demand for each residential and commercial customer of approximately 294 gpd and 2,085 gpd, respectively.

In 2019, EPCOR began a significant infrastructure construction project replacing nearly 6,000 feet of 12-inch water main that runs below Sunridge Drive between Palisades Boulevard and Desert Canyon Drive within the Sunridge Canyon development. The water line along Sunridge Drive has been a problem with several ruptures over the past few years. EPCOR is using a 12-inch ductile iron pipe for the replacement. The iron will be more durable in the rocky ground than the existing plastic pipe. The project will be completed in four phases beginning with 1,500 feet south from Desert Canyon Drive to Sunset Drive. Phase II will be a section from the Palisades intersection 400 feet. Phase III will cover 700 feet from Clubhouse Drive to Manzanita Lane. Phase IV will be the remaining 1,700 feet between Sunset Drive and Manzanita Lane.

Sanitary Sewer

The Fountain Hills Sanitary District (FHSD) is a governmental entity (special district) that is not affiliated with the Town of Fountain Hills municipal government. FHSD's sole purpose is to collect, treat and dispose of wastewater and its byproducts produced within the Town of Fountain Hills and a very small portion of the City of Scottsdale. FHSD provides sewer service to over 13,000 residential connections and 300 commercial connections. FHSD operates a 2.9 million gallon per day (MGD) wastewater treatment facility, 18 raw wastewater pump stations, and over 200 miles of sewer lines. In addition, the District owns and operates a sophisticated membrane filtration system at its advanced water treatment facility, which exceeds the State's minimum requirements for treatment standards, to improve the quality of recycled water product and to protect the groundwater aquifer.

FHSD provides Class A+ recycled water to three golf courses (Sun-Ridge Canyon Golf Club, Eagle Mountain Golf Club and Fire Rock Country Club) and three Town parks (Fountain Park, including Fountain Lake, Desert Vista Park, and Golden Eagle Park) for turf irrigation purposes. FHSD continues to provide recycled water to fill the Town's signature feature, Fountain Lake. This beneficial secondary use of recycled wastewater removes large irrigation demands from drinking water sources and helps to protect the limited water resources of the desert. Using recycled water for irrigation needs is consistent with both the Town and FHSD's commitment to environmental stewardship.

Wastewater Treatment Plant (WWTP)

The area served is approximately 12,000 acres. FHSD was formed on July 21, 1969 in accordance with Arizona Revised Statutes Title 36. FHSD's WWTP is located entirely within the Town's corporate limits in one location. The WWTP is east of Saguaro Boulevard; positioned between the Ashbrook and Balboa Washes. The effluent or recycled water produced by the FHSD's WWTP was and continues to be used to fill Fountain Lake.

By the mid-1990's, land used for temporary turf irrigation was being removed from service and developed as housing subdivisions. After examining the options, it was decided to construct multiple aquifer storage and recovery (ASR) wells, which allowed FHSD to seasonally store water in the ground during the winter for use by the golf courses and parks in the summer when the recycled water demand exceeded the supply from the WWTP. In order to safely store water below ground and not impact the local groundwater aquifer, FHSD first constructed the Advanced Water Treatment Facility (AWTF), located in Kiwanis Park east of Saguaro Boulevard, to provide further treatment of the water before recharge and storage. These facilities began operation in February of 2001.

Summary of Future Wastewater Collection System Needs

As provided in the Great Places Element, the Town is landlocked. The only opportunity for growth is the undeveloped 1,276-acre State Trust land property located within Town boundaries. The capacities of the Fountain Hills Sanitary District wastewater treatment plant and reclaimed water management facilities are committed to serving existing parcels within the FHSD boundaries (which do not currently include the State Trust Land) and will be required to expand to accommodate the expected increase in demand as a result of new development. Preparation of a viable conceptual plan that addresses infrastructure needs concurrent with the preparation of a circulation plan in coordination with ASLD is required prior to the release of State Trust lands for sale.

Law Enforcement, Fire Protection and Emergency Medical Services (EMS)

Fountain Hills Law Enforcement

Presently the Town of Fountain Hills contracts with the Maricopa County Sheriffs' Office (MCSO) to provide 24-hour law enforcement protection, seven days per week. The MCSO has established Fountain Hills as the base for a separate administrative district that includes patrol squads, school resource officer, community services, a detective squad and a commanding officer. The Sheriff's Department is located on the first floor of Town Hall.

Fire Protection and Emergency Services

The Town of Fountain Hills contracts with Rural/Metro Corporation to provide fire and emergency medical services (EMS) to the community, including public education, public information and code development and enforcement. Fountain Hills Station No.1 is located on Palisades Boulevard across from the intersection of Avenue of the Fountains. A new fire station completed in early 2019 (located on Fountain Hills Boulevard just north of Shea Boulevard, across from Muskrat Lane) has replaced Fire Station No. 2 Saguaro Boulevard South of Shea Boulevard. This new station allows for better balance of call load for Fire Station No. 1 and will accommodate space for the ambulance crew.

Fountain Hills also has multiple mutual aid agreements with surrounding jurisdictions: The City of Scottsdale, Salt River Pima-Maricopa Indian Community, Fort McDowell Yavapai Nation and the Rio Verde Fire District. The City of Scottsdale fire department is a full-service public safety organization providing fire prevention, emergency medical response, fire suppression, hazardous materials team, technical rescue team, code enforcement, public education, emergency management and community partnerships.

The department has 15 fire stations with the closest one at 132nd St. and Shea that houses a fire engine and a brush truck. They have approximately 75 personnel on duty per day. The Salt River Pima-Maricopa Indian Community Fire Department operates four fire stations in the Salt River Pima-Maricopa Indian Community. The department is a full-service public safety organization providing fire prevention, emergency medical response, fire suppression, technical rescue, code enforcement, public education, emergency management and community partnerships. They have approximately 27 personnel on duty per day. The Fort McDowell Fire Department operates one fire station located on Fort McDowell Road, north of the Beeline Highway, adjacent to the Fort McDowell Casino. The department has an engine company, a brush truck and an ambulance. They are our most utilized mutual aid partner and have a daily staff of seven. The Rio Verde Fire District provides emergency medical service and fire response for the unincorporated communities of Rio Verde and Tonto Verde located approximately six miles north of the Town and has plans for a second station. The District's equipment includes an engine company, an ambulance and a brush truck. Their staffing average per day is eight.

Utilities

Electricity

Electricity is provided by Salt River Project (SRP) with primarily underground local service distribution. A 69 kV above ground power line forms a loop around much of the developed areas of the Town. Electrical substations include: Glenbrook substation at the intersection of Glenbrook Boulevard and Ivory Drive; the Wheeler substation, located west of Palisades Boulevard; and the Fountain substation located east of Saguaro Boulevard. SRP also has a maintenance facility south of Shea Boulevard within Fire Rock Centre. A fourth substation, McMullin, is located at the southern boundary of town and connects with the Fountain substation. Fountain Hills Number 5 is a potential future site owned by SRP but does not have any current plans for a substation.

Natural Gas

Southwest Gas provides natural gas service to Bella Lago, Diamonte Del Lago, Copperwynd, Eagle Mountain, Fire Rock Country Club, Sunridge Canyon Eagles Nest, Adero Canyon developments, and to limited portions of the central, west and downtown areas of Fountain Hills. Liquid propane is available from local suppliers to serve individual property owners.

Telephone, Cellular, Cable and Internet Providers

All lines by all providers are underground. Century Link provides telephone line installation and service, limited in-state long distance service, cable TV service and Internet access to the Town. In 2001 Century Link expanded capacity at their switching facilities at the substation site located on the northeast corner of Palisades and Fountain Hills Boulevard. Cox Communications also offers digital telephone, digital cable, and high-speed internet. Several carriers provide cellular service with existing wireless communication facilities within the community. The Town continues to review proposals for service area expansion by cellular providers. Currently, Verizon, AT&T, T-Mobile and Sprint and several private tower providers have tower locations within the Town.

Other Public Facilities and Community Services

Community facilities and services include the full complement of public, quasi-public and private services that support a thriving community. These areas include municipal, community and civic center, public safety, health care, and educational services.

Fountain Hills Town Hall

The current Town Hall was built and occupied in 2005. Town Hall includes the Town Government as well as the Sheriff's Office and Town Court. Town Hall is located in the Fountain Hills Municipal Complex, which consists of the Town Hall, Library and the Community and Civic Center.

Municipal Court

The Fountain Hills Municipal Court is the judicial branch of the Fountain Hills government. The Court has jurisdiction over civil traffic, criminal traffic, criminal misdemeanor offenses and violations of the Town Code and ordinances. The Court has juvenile authority over specified juvenile offenses. In addition, the Municipal Court Judge has the authority to issue arrest/search warrants, orders of protection and injunctions against harassment. A "Teen Court" diversion program also convenes each month throughout the school year. As part of the Arizona State Court System, the Fountain Hills Municipal Court is subject to the authority and administrative supervision of the Arizona Supreme Court. The Fountain Hills Municipal Court has legal obligations and reporting responsibilities to the State, as well as to the Town of Fountain Hills.

Community and Civic Center

The Fountain Hills Community and Civic Center, located on La Montana Drive between Avenue of the Fountains and El Lago Boulevard, opened on September 29, 2001. The Community Center facility includes 31,000 square feet of ballroom and meeting room space for local and valley-wide corporate meetings, local civic programming, art and educational classes as well as black tie events and wedding receptions.

Community Garden and Farmers Market

The Fountain Hills Community and Civic Center includes space for the Fountain Hills Community Garden and hosts the Farmers Market, making fresh local food available to the community.

Fountain Hills Public Library

The Fountain Hills Public Library (a building owned by the Town) opened in 2001 and is maintained and operated by Maricopa County. The library building is located in the Fountain Hills Community and Civic Center complex and includes the library, a large activity/meeting room, a library book store and the River of Time Museum. The facility boasts 500-600 visitors daily and utilizes the latest library technology with over 40 public computers with flat screens, smart cards for printing and scheduling computer time and the latest in display shelving and marketing tools.

The River of Time Museum

The River of Time Museum is dedicated to local and Native American history. The Museum leads visitors through creative, informative exhibits that recount the captivating past of the Lower Verde River Valley and convey the importance of water in the Sonoran Desert.

Residential Solid Waste Collection, Recycling, Hazardous Waste, and Green Waste

Residential solid waste collection in Fountain Hills is currently provided by Republic Services of Phoenix through a contract with the Town. Basic residential curbside solid waste and recycling collection occurs on the same day. The Town is sectioned into collection zones minimizing the amount of days collection vehicles are in each area. Additional collection services for “Green Waste” is available to residents as part of the same collection services with items such as leaves, tree branches, grass and plant clippings. These materials are collected and made into compost. Household hazardous waste and electronic collection events have been contracted with Republic Services for collection within the Town.

Parks, Recreation and Trail System

The Town currently operates and maintains four developed parks, offers a variety of recreation programs and maintains the public trail and open space system. These amenities are described in the Social Environment Element. Open space is also addressed in in the Natural Resources and Open Space Element.

Educational Facilities

Fountain Hills Unified School District #98 is comprised of four schools: East Valley Institute of Technology (EVIT) Fountain Hills, McDowell Mountain Elementary School, Fountain Hills Middle School and Fountain Hills High School. The total enrollment for students in preschool to 8th grade in 2018 was 864 students. Fountain Hills High School, grades nine through twelve, had an enrollment of 516 students for the 2018 school year. The district boundary encompasses all lands within the Town limits and also accepts students from the adjacent Fort McDowell Yavapai Nation and a portion of Goldfield Ranch. A total of 238 students from the Fort McDowell Yavapai Nation are enrolled in Fountain Hills Unified School District: 187 elementary students and middle school students and 51 high school students from the Nation are included in the student totals. Additionally, the Fountain Hills Unified School District leases its former Four Peaks Elementary School buildings to EVIT, which is a public education system of career training options for high school students. Currently in its second year, the Fountain Hills EVIT campus provides classes in IT, cyber security and health care, with hopes of offering classes such as cosmetology, fashion design, welding, aviation, automotive, culinary arts in the future.

Fountain Hills Charter School is a kindergarten through 8th grade Montessori school that provides a broad range of curriculum including art and music and has been a part of the Fountain Hills community for over 22 years. The total enrollment for students in kindergarten to 8th grade in 2018 was 60 students. Most of the students are residents of Fountain Hills. There are no other charter or private schools within the Town limits. However, Basis Scottsdale is located within 2 miles of the incorporated Town limits. Basis Scottsdale was ranked number 1 best public high school in the nation by US News in 2018. A total of 1,110 students from 4th grade to 12th grade attend Basis Scottsdale.

Home and online schooling is an option for parents and students in the Town as well.

Health Care

A walk-in emergency clinic is located in the Basha's Shopping Center on the southwest corner of Palisades Boulevard and La Montana Drive. Additionally, a medical complex that includes a variety of health care services is located on Palisades Boulevard at Verde River Drive. Physicians, dentists, orthodontists, chiropractors, optometrists and other specialists maintain private practices in a variety of locations in Fountain Hills.

The Mayo Clinic is located one mile west of Fountain Hills, north of Shea Boulevard. The medical campus includes a five-story Mayo Clinic, the Samuel C. Johnson Medical Research Building, Mayo Clinic Hospital, and the new Collaborative Research Building. HonorHealth Scottsdale Shea Medical Center is located at Shea Boulevard and 92nd Street, approximately 10 miles west of Fountain Hills. Scottsdale HonorHealth Shea is consistently ranked among the top hospitals in the nation for patient satisfaction. The Fort McDowell Medical Clinic is a small outpatient facility located in the Fort McDowell Community east of Fountain Hills and the Clinic is open three days per week.

Capital Improvements Program (CIP)

A goal of the Town's 2017 Strategic Plan is to invest in and maintain the community's infrastructure. The task for this goal is to implement an investment plan to bring streets, buildings and parks up to established standards. Cost of development is addressed in Section IV: Thriving Economy, in the Cost of Development Element and economic development is addressed in Section IV in the Economic Development Element.

Public Facilities and Services Goals and Policies

This section includes goals and policies governing management and operation of Town-owned and operated public facilities and services as well as continued coordination with other service providers.

GOAL 1: Encourage a safe and clean potable water supply to support the Town's current and future needs.

POLICIES

1. Continue to work collaboratively with EPCOR, the operating entity of the Chaparral District supplying water to the Town in the provision of safe and clean potable water supply to support current and future needs.
2. Explore cost/benefit of the extension of water infrastructure to State Trust land as part of the required conceptual plan and infrastructure assessment in coordination with ASLD.

GOAL 2: Support the provision of sanitary sewer services and effluent to support the Town's current and future needs.

POLICIES

1. Continue to work collaboratively with Fountain Hills Sanitary District, the operating entity collecting, treating and disposing wastewater and its byproducts produced within the Town of Fountain Hills in the provision of sewer services to support current and future needs.
2. Explore cost/benefit of the extension of sewer infrastructure to State Trust land as part of the required conceptual plan and infrastructure assessment in coordination with ASLD.
3. Encourage FHSD to continue to provide Class-A recycled water to:
 - a. SunRidge Canyon, Eagle Mountain and Fire Rock golf courses;
 - b. Fountain Park, Desert Vista Park and Golden Eagle Park for turf irrigation purposes
 - c. Fountain Lake, the Town's signature feature.
4. Continue to support the Town and the FHSD's commitment to environmental stewardship by:
 - a. Using recycled water to sustain the Town's irrigation needs;
 - b. Removing large irrigation demands from potable water supply;
 - c. Supporting water conservation measures and programs to help protect the limited water resources in a desert environment; and
 - d. Complementing recycled water efforts by requiring all new development and redevelopment to install drought tolerant landscapes and utilize drip irrigation and water harvesting to conserve water and minimize water costs.

GOAL 3: Ensure that law enforcement, fire protection and Emergency Medical Services (EMS) support the Town's current and future needs.

POLICIES

1. Continue to support the space needs of Maricopa County Sheriffs' Office (MCSO) in Town Hall and any future facility expansions needed for MCSO to:
 - a. Provide 24-hour law enforcement protection, seven days per week; and
 - b. Support Fountain Hills as a separate administrative district that includes patrol squads, school resource officer, community services, a detective squad and a commanding officer.
2. Continue to support Rural Metro Corporation in the provision of fire protection and EMS services to the community, including emergency response, public education and code development and enforcement.
3. Continue to support mutual aid agreements with surrounding jurisdictions, including:
 - a. City of Scottsdale Fire Station at 132nd Street North Shea which houses an engine company;
 - b. The Salt River Pima-Maricopa Indian Community Fire Department, a full-service public safety organization providing fire prevention, emergency medical response, fire suppression, rescue, code enforcement, public education, and community partnerships which operates four fire stations in the Salt River Pima-Maricopa Indian Community;
 - c. The Fort McDowell Fire Department operates one fire station located on Fort McDowell Road, north of the Beeline Highway, adjacent to the Fort McDowell Casino. The department has an engine company and an ambulance; and
 - d. The Rio Verde Fire District, which serves unincorporated communities in proximity to the Town and has plans for a second station.

GOAL 4: Continue to ensure that utility providers continue to support the Town's current and future needs.

POLICIES

1. Continue to work collaborative with Salt River Project the Town's electrical utilities provider.

2. Continue to support the provision of natural gas services to Bella Lago, Diamonte del Lago, Copperwynd, Eagle Mountain, Fire Rock Country Club, Sunridge Canyon developments and to portions of central, west and downtown areas of Fountain Hills by Southwest Gas.
3. Continue to review proposals for service area expansion for various cell, cable and internet carriers providing services to the Town.

GOAL 5: Ensure the provision of solid waste collection, recycling, hazardous waste and green waste removal continue to support the Town's current and future needs.

POLICIES

1. Continue to ensure that the service provider under contract, currently Republic Services, continues to provide the following waste removal and recycling services to support the current and future needs of the Town:
 - a. Solid waste collection twice a week, once for garbage and one for recycling;
 - b. Green waste collection including leaves, tree branches, grass and plant clippings;
 - c. Green waste composting; and
 - d. Hazardous waste and electronic collection events under Town direction.

GOAL 6: Continue to support other municipal and public safety services to ensure that such services meet current and future needs.

POLICIES

1. Continue to support the Town Hall Municipal Complex as the center of government providing essential services to the Town and a major employer and destination in the Town Center.
2. Continue to support the Municipal Court as the judicial branch of the Fountain Hills Government jurisdiction over:
 - a. Civil traffic and criminal traffic;
 - b. Criminal misdemeanor offenses and violations of the Town Code and Ordinances;
 - c. Specified juvenile offenses through its juvenile authority;
 - d. Arrests, search warrants, orders of protection and injunctions against harassment;
 - e. Teen Court diversion program.

GOAL 7: Continue to partner with other public, quasi-public and private entities providing community, educational and health care services to ensure the provision of such services meet current and future needs.

POLICIES

1. Continue to support the Community Civic Center as a major community asset providing conference and business meeting space, civic programming, fitness, art and education classes as well as space for major community events.
2. Continue to work strategically with the Fountain Hills Public Library maintained and operated by Maricopa County providing a variety of education programs and community services and support the River of Time Museum as major community assets.
3. Continue to work strategically with the Fountain Hills Unified School District to promote Fountain Hills Education System by:
 - a. Supporting educational programs that support technology and innovation, business incubators, and job training efforts at EVIT Fountain Hills;
 - b. Exploring higher education opportunities;
 - c. Sharing use of school facilities for community meetings and programs after hours and when school is not in session for a fee;
 - d. Sharing use of sports fields and recreation facilities; and
 - e. Establishing community garden programs that teach students and community how to grow fresh foods.
4. Work collaborative with major health care providers and Maricopa County Health Department in the identification of funding for the support of amenities such as a trails and parks that support healthy and active lifestyles.
5. Continue to support the community garden and farmers market providing local fresh foods to community members.
6. Utilize intergovernmental relations to achieve Town priorities.
7. Increase community efforts to lobby for municipal causes.
8. Continue to support home delivered meals programs.

GOAL 8: Continue to maintain existing and develop new needed public parks and recreation facilities to meet current and future needs and to provide quality amenities that support economic development efforts

POLICIES

1. Ensure that the Parks, Recreation Trails and Open Space Master Plan described in the Social Environment Element:
 - a. Includes cost for the maintenance of existing public parks, recreation, trails, and open space as well as recreation programs;
 - b. Identify grants and funding mechanisms to support Town investments in the provision of these public services;
 - c. Provides a phasing plan for the development of park improvements and the construction of new trails and trail heads;
 - d. Considers these public services as amenities supporting the economic development strategy, including tourism and eco-tourism; and
 - e. Assesses the feasibility of establishing a user fee for visitors.

GOAL 9: Continue to include infrastructure and public facilities improvements in the CIP that further the goals of the Town's Strategic Plan

POLICIES

1. Support the Town's 2017 Strategic Plan by investing in and maintain the community's public facilities and infrastructure.
2. Annually review, prioritize, and schedule public facilities improvements for facilities owned and operated by the Town in the CIP.
3. Require new development and redevelopment to pay their fair share of infrastructure and public services in accordance with the direction provided in the Cost of Development Element.

2: Natural Environment



Natural Resources and Open Space Element

The Town of Fountain Hills was founded in 1970 by Cornelius Vanderbilt, a renowned developer of amusement parks and planned communities, who is best known as the chief developer of Disneyland. Since its incorporation in 1989, Fountain Hills has since become known for its small-town charm and environmental setting. The Town values the natural environment as an essential component of a thriving community. The Natural Resources and Open Space Element addresses open space, topography, storm water management, desert landscapes, vegetation, wildlife habitat, scenic value, dark skies, water and air quality, and clean energy.

The Public Facilities and Services Element addresses potable water supply and demand. The *General Plan Background and Current Conditions* technical report further describes natural resources and open space.

Environmental Stewardship

From its inception, the natural desert became an integral component of Fountain Hills' character, identity and sense of place. Although part of the built environment, the signature fountain and lake are the result of a water conservation system that uses reclaimed water. The water conservation system includes reuse of reclaimed water on turf in parks and golf courses and for aquifer storage and recovery.

The community consistently supports preservation and conservation efforts. Town leaders and citizens recognize the importance of natural wash areas, preservation of steep slopes, wildlife corridors and native plant communities. There is community-wide support for preservation, including a voter approved initiative to preserve wash corridors in their natural condition.

The Fountain Hills community values wildlife, natural beauty and scenic vistas and continues to protect hillsides, washes and view corridors. The Town has stringent re-vegetation requirements in place that require the restoration of disturbed areas with native plant species that are consistent in type and density with the surrounding native desert and encourage builders to design with a contextual emphasis. This approach addresses use of land, open space, flood control, water conservation, air and water quality, along with recreation and economic development in an integrated manner that defines a thriving community.

In 2008, the Town Council passed Resolution 2008-18 which established an environmental policy for the Town. The policy is coupled with seven guidelines that guide future development:

1. Pursue improved communication and collaboration with its Federal, State and local partners on environmental concerns and legislation.
2. Promote environmental stewardship in the Town and embrace environmental initiatives in partnership with surrounding communities.
3. Design, construct and maintain buildings, infrastructure and grounds in a manner that is both environmentally sustainable and that protects public health and safety.
4. Advance understanding of the environment through the Town's public information office, education programs and partnerships with the media and environmental agencies.
5. Make environmental costs, risks, and impacts an integral part of the planning and decisions-making processes.

6. Implement and maintain a process/system to evaluate environmental initiatives that seek input from Town staff, the business community, citizens and community services providers.
7. Seek to provide incentives to encourage citizens and businesses to participate in the Town's program to conserve resources and reduce waste.

Topography, Hydrology and Environmental Resources

Topography

The Town lies on the lower portion of the eastern slopes of the McDowell Mountains and is characterized by alternating low ridgelines punctuated with dense rock outcroppings and washes generally draining in a southeasterly direction. Elevations in the Town range between 1,510 feet above sea level on the east/southeast to a peak of 3,170 in the northwestern hills. The Town ranges from 400 to 500 feet higher in elevation than other metropolitan Phoenix communities, which translates to a slightly lower range of temperatures (40°F to 105°F) and an above average annual precipitation total (11.97 inches).

Drainage

As a result of the mountainous terrain, the Town has many existing washes both natural and manmade that drain to the Verde River during large storm events. Ashbrook Wash qualifies as a Water of the US as it drains directly into the Verde River (see Exhibit 6). Remaining washes, such as the Escalante and Colony, discharge onto the adjacent Fort McDowell Indian Reservation where the runoff dissipates before reaching the Verde River. According to FEMA, the washes are regulatory floodways and are controlled using dams and culverts. In regard to the Town's urban area, stormwater is collected onto the roadways and flow into storm drains or stormwater storage infrastructure. When designing new developments, each lot is reviewed for drainage patterns to avoid excessive outflow onto adjoining properties. The Town uses a 1995 Major Drainage Study for delineated flood hazard areas.

Major Watersheds

The U.S. Geological Survey (USGS) divides and subdivides the United States into successively smaller units based on hydrologic features. The State of Arizona is primarily within the Lower Basin of the Colorado River, except for a small portion of the northeastern corner of the state which is inside the Upper Basin of the Colorado River. In 1980, the Groundwater Management Act created the Active Management Areas (AMA) for better water planning. According to the Arizona Department of Water Resources (ADWR) Water Atlas, the Town of Fountain Hills is within the Active Management Area (AMA) Planning Area. The Active Management Area Planning Area is composed of five groundwater basins located in the central and south-central parts of the State. Fountain Hills is located within the Phoenix AMA. The Phoenix AMA is the largest AMA basin at approximately 5,646 square miles and is characterized by Sonoran Desert valleys that are generally from 1,000 to 2,500 feet above mean sea level, surrounded by mid-elevation mountain ranges.

The State's most important water producing watersheds, the Salt River and the Verde River, converge in the Phoenix AMA, representing an important water supply for the area. The Verde River is impounded by Horseshoe Dam and Bartlett Dam outside the Phoenix AMA, both of which are part of the Salt River Project (SRP). Before entering the Phoenix AMA in the Fountain Hills Sub-basin, surface water from the Salt River Watershed passes through a series of four reservoirs: Roosevelt Lake, Apache Lake, Canyon Lake and

Saguaro Lake. These reservoirs and associated dams are operated by SRP and used to supply water to the agricultural, municipal and industrial sectors in the Phoenix AMA.

Annual precipitation in the AMA Planning Area ranges from 8.3 inches at Phoenix Sky Harbor Airport to 18.7 inches at Nogales and Prescott. The AMA Planning Area exhibits a bi-modal precipitation seasonally that is characteristic of Arizona. During the winter and spring, frontal storm systems move west-to-east, guided by the jet stream. Summer monsoon thunderstorms also deliver significant amounts of precipitation.

Water Basins and Groundwater Resources

The resources of the AMA Planning Area include Central Arizona Project (CAP) water, surface water, groundwater and effluent. There are seven groundwater sub-basins in the Phoenix AMA, the Town of Fountain Hills is in the Fountain Hills Sub-Basin. The Fountain Hills Sub-Basin is a dissected alluvial plain bounded by mountains. It is drained by the lower Verde River, which is perennial along the axis of the Sub-basin and by the Salt River in the southern part of the Sub-basin. The two rivers converge in the southern portion of the sub-basin.

The regional aquifer consists of older basin-fill sediments and more recent unconsolidated alluvium deposited by and hydraulically connected to the Verde River. The regional aquifer in the Fountain Hills Sub-basin may not be connected to adjacent sub-basins. The depth to bedrock may exceed 4,800 feet. A geologic cross-section through the Town of Fountain Hills indicates a lower confined aquifer system and more shallow alluvial aquifers along streams and washes around the Town and along the Verde River.

The general direction of groundwater flow is from north to south, parallel to the Sub-basin axis. A clay sequence forms a barrier to groundwater flow between the shallow alluvial aquifer along the Verde River and decomposed and fractured granites that exist north and east of the McDowell Mountains. Groundwater recharge occurs through streambed (Verde and Salt Rivers) infiltration and from mountain front recharge. Groundwater storage data are not available for the Sub-basin.

Climate and Runoff

Climate: The climatic conditions in Fountain Hills are sub-tropical and semi-arid with cool winters and relatively hot summers. The hot season lasts for 5 months, from May to September with an average daily high temperature above 95 degrees. The cool season lasts for approximately 4 months from November to February with an average daily high temperature below 71 degrees. Average annual precipitation is 11.97 inches.

Runoff: When rain falls in the Town of Fountain Hills, runoff water is collected by many different types of inlets. The water is then routed via curb/gutters, pipes, open channels and other conveyances to community retention basins, parks and area floodways. The runoff does not go to a treatment plant. In order to protect the quality of stormwater runoff, the Town of Fountain Hills obtained a permit from the Environmental Protection Agency (EPA) in 2003, which requires the Town to implement a number of different programs or Best Management Practices (BMP). In addition to these BMPs, the Town has adopted Town Code Section 14-7, which prohibits the discharge of pollutants into the storm drain system.

Environmental Conditions and Natural Resources

Environmental conditions reflect the impact of geography, climate and cultural activities and may be a critical consideration in water resource management and supply development within the AMA Planning Area. The occurrence and composition of riparian vegetation has changed along many of the watercourses in the AMA Planning Area, including the Gila and Salt Rivers.

Vegetation: Fountain Hills retains a significant amount of luxuriant undisturbed Upper Sonoran Desert vegetation that is characterized as the Saguaro-Palo Verde vegetation community according to the United States Geological Survey (USGS). Saguaro and Cholla Cacti cascade down the Town's ridges interweaving with Ocotillo, Creosote, Bursage, Jojoba and Brittlebrush on the slopes which in turn give way to Mesquite, Palo Verde, Ironwood and finally Cottonwood trees in the washes. Distributed throughout the region are many varieties of cacti and flowering seasonal plants that carpet the land.

Wildlife: The washes and abundant vegetation serve to protect and maintain viable homes and wildlife corridors for the native desert fauna. The most common native wildlife species are coyote, desert cottontail, javelina, deer, bobcat, various species of quail, dove, owl and hawk, lizards, banded geckos, gopher snakes, bull snakes and rattlesnakes. Specialized habitats in stands of cacti, wash corridors and rock outcroppings allow native species to thrive in close proximity to developed areas of the Town. The Town is vigilant in its conservation and protection of these important areas.

Air and Water Resources: The Federal Environmental Protection Agency (EPA) oversees efforts to regulate air quality at the federal level, while the Arizona Department of Environmental Quality (ADEQ) is tasked with regulation at the state level. However, in many cases the task is delegated to Maricopa County. Under the Environmental Quality Act of 1986, the Arizona State Legislature created the Arizona Department of Environmental Quality (ADEQ) and in 1987 it became the state's cabinet-level environmental agency. ADEQ is composed of three environmental programs: Air Quality, Water Quality and Waste, with functional units responsible for technical, operational and policy support.

Air and Water Quality

Air Quality

The U.S. Environmental Protection Agency (EPA) established the National Air Toxics Assessment (NATA) in 2011 and completed five assessments that characterize the nationwide chronic cancer risk estimates and non-cancer hazards from inhaling air toxics. The latest, the 2011 NATA, was made available to the public in late 2015. Based on its measures of hazardous air pollutants, Fountain Hills, Arizona, is 82 on a 100 scale (higher is better). This analysis models respiratory illness and cancer risk down to the zip code level, providing better detail and insight than the previous analysis based solely on results from air monitoring stations.

Water Quality

Drinking water is treated and distributed by EPCOR. EPCOR ensures that the drinking water is safe by conducting continuous water quality assessments to verify that the Environmental Protection Agency (EPA) standards are met. EPCOR serves the Town with a combination of surface water from the Central Arizona Project (CAP) and groundwater from two of its wells.

Safe Drinking Water Act: Under the Safe Drinking Water Act, protection of drinking water quality starts with an assessment of the quality of all public water sources and continues through regulations that govern water system design and construction. Drinking water quality is further assured through scheduled tests for a wide variety of potential contaminants. The results of these tests are reported to the Arizona Department of Environmental Quality (ADEQ) Water Quality Division (WQD) and a summary is delivered to customers once a year. Because of these regulations and continued testing, drinking water supplies in the United States are among the cleanest and safest in the world, and Arizona is no exception. EPCOR is required to provide a water quality summary support to customers on an annual basis. The 2017 water quality report published that compliance was achieved in all aspects of regulated substances.

Groundwater: A portion of the Town's water source is from groundwater that is pumped, via two wells, from the aquifer below the Town. Groundwater quality for the Fountain Hills Sub-basin has been deemed usable for potable water uses. To ensure the safety of groundwater, EPCOR tests the quality per the ADEQ requirements as outlined under the Safe Drinking Water Act. As a result, EPCOR is responsible for the monitoring and maintenance of its two groundwater pumping facilities.

Surface Water: The major source of water for the Town is surface water from the CAP. The CAP water used in the Town is mostly from the Colorado River delivered from Lake Havasu. Some of the CAP water is also derived from Lake Pleasant, which receives water from the both the Colorado River and the Agua Fria River. CAP water is treated and monitored at EPCOR's Surface Water Treatment Plant to ensure there are no harmful pollutants or contaminants that would harm the public and environment per the ADEQ requirements as outlined under the Safe Drinking Water Act.

Reclaimed Water: Reclaimed water is the sole source of irrigation for the three Town Parks and three golf courses. Reclaimed water is provided by the Fountain Hills Sanitary District and meets Class A+ standards as set in the Arizona Administrative Code and is used and distributed by permit through ADEQ.

Open Space

The Town's location within the foothills of the McDowell Mountain Regional Park and Scottsdale McDowell Sonoran Preserve provides a network of trails, natural drainage channels and washes that extend throughout the community. These washes, primarily owned by the Town, are typically undeveloped, although most also contain utilities and utility easements, as well as serving as surface drainage corridors. This network of undeveloped washes contributes to the quality of life for residents of the community by providing significant natural open space between neighborhoods and valuable habitat for wildlife. In addition, the Town incorporates open space areas into flood control and recreation areas.



Fountain Hills Botanical Garden

Fountain Hills Botanical Garden was founded by Jane Haynes in 1975 as a wildlife preserve and garden. The Garden is eight acres with an elevation between 1696 to 1800 feet. It is now maintained by the Fountain Hills Botanical Garden Society and the Town of Fountain Hills agreed to restore the original garden trail as an educational and hiking destination. Tours are provided by docents on a monthly basis. Sonoran Desert plants are identified along the half-mile trail that was constructed on desert slopes.

Fountain Hills McDowell Mountain Preserve

The Fountain Hills Preserve provides over 1,000 acres of open space along the only wildlife access on the eastern side of the McDowell Mountains. Adjacent to the southern, western, and northern borders of the preserve are Scottsdale's McDowell Sonoran Preserve and Maricopa County's McDowell Mountain Regional Park. Together, these three areas provide a total of over 52,000 acres of contiguous Sonoran desert with limited and shared trail access. This total area is crucial for native wildlife preservation.

The Sonoran Conservancy of Fountain Hills (SCFH) is a non-profit organization established to support and maintain this natural preserve within the Town of Fountain Hills. SCFH work is supported by contributions and gifts from individuals, corporations, and other non-profit organizations. The organization is independent of the Town of Fountain Hills and receives no tax support.

The primary objective of the Conservancy is to create a financial and organizational resource that can be applied to the Fountain Hills McDowell Mountain Preserve to:

- Protect and improve the view of the mountains through re-vegetation;
- Provide a safe and undisturbed area for wildlife on the eastern side of the mountains;
- Support trailhead and trail development and maintenance;
- Coordinate a program for volunteer trailblazers, trail stewards and trailhead hosts; and
- Provide opportunities for public education about the Sonoran desert.

Dark Skies

Fountain Hills stands apart from other communities for a number of reasons: its signature fountain, its geography and scenery, its small-town feel in a major metropolitan area, its adjacency to parks, preserves, and a national forest, as well as its dark skies. Fountain Hills' location at the edge of the 12th largest Metropolitan Statistical Area in the United States makes for surprisingly dark nights due to the screening effect of the neighboring McDowell Mountains. Town residents appreciate the typical nighttime conditions of their neighborhoods, where the night sky is dark enough to afford occasional glimpses of the Milky Way.

Locals interested in preserving these conditions, pursued designation as a Dark Sky Community through the International Dark-Sky Association (IDA) in early 2015. They also formed the Fountain Hills Dark Sky Association as a community ambassador organization, which assisted in updating the Town's outdoor lighting ordinance in 2016 and has undertaken an ongoing program to educate residents on the benefits of dark skies and quality outdoor lighting.

The Fountain Hills Astronomy Club was founded in 2014 as a way to share knowledge and encourage curiosity of Town and surrounding community residents. The Club assists the Fountain Hills Library with their monthly public sky watches in Centennial Circle where visitors can observe the planets, stars and galaxies through numerous telescopes. Club meetings are held monthly in the conference room of the Library where speakers from around the area offer talks on various topics of interest to amateurs.

The Fountain Hills Dark Sky Festival has become a major tourist event with significant revenue impacts and offers astronomy-themed virtual reality, telescope viewing, a laser tour of the night sky, educational exhibits, food vendors, and live entertainment. The Economic Development Element explores the potential economic impact of dark skies tourism. This element addresses protection of dark skies.

Energy

One of the objectives of the 2017 Fountain Hills Strategic Plan is to "promote environmentally friendly initiatives." This objective includes a task that directs the Town "to research and report on economic and logistic feasibility of electric car charging stations as a way to support clean energy." Additional clean energy alternatives include orienting buildings to support passive solar as part of site design. The Town also may have the opportunity to take advantage of incentives to install active solar in a variety of forms.



Solar fields on open space, solar-generating shade fabrics, solar restrooms, and solar parking

Natural Resources/Open Space Goals and Policies

This section includes goals and policies supporting the various components of the Natural Resources and Open Space Element.

Guiding Principle

Continue to preserve and conserve the natural desert, to support open space, to identify and protect historical and archaeological resources and to develop and implement programs and policies that encourage water and energy conservation and reduce water and air pollution.

GOAL 1: Continue to promote the vigilance and guardianship of the natural desert

POLICIES

1. Continue to support the following Town practices:
 - a. Require all newly platted or re-platted hillside properties to provide a Hillside Protection Easement for each parcel as required by ordinance;
 - b. Identify where appropriate trails should be located in accordance with the direction provided in the Parks, Recreation, Trails and Open Space Map and the Social Environment goals and policies and develop public educational materials to discourage off-trail use and protect wildlife habitat and vegetation;
 - c. Discourage un-permitted grading or dumping and require re-vegetation for violators;
 - d. Encourage redevelopment, revitalization and rehabilitation to reduce land consumption;
 - e. Continually update the approved low water use plant list to ensure that all plants on the list are suitable for the community;
 - f. Continually protect dark skies; and
 - g. Update the Land Disturbance Regulations when appropriate.

GOAL 2: Provide and maintain an open space network throughout the community

POLICIES

1. Continue to protect the existing natural washes within the platted portions of the community as permanent natural desert open spaces.
2. Continue to identify and evaluate all wash/wildlife corridors in unsubdivided areas and encourage land owners to ensure that those wash/wildlife corridors are rezoned to one of the Open Space (OS) Zoning Districts.
3. Continue the development of land trusts and/or taxing mechanisms that have community support to accomplish open space acquisition and open space management programs.
4. Continue to require new development to meet recreational/open space needs as part of site design through the development plan review process.
5. Encourage the private development of a neighborhood park as a part of subdivision design, which may or may not be conveyed to the Town or other public entity even though its status as permanent open space is secured.
6. Continue to support unpaved trails within the Town limits that provide connectivity and opportunities for recreation, enjoyment and use of the Sonoran Desert subject to the appropriate findings and studies in places where they have little impact on residential developments and natural wildlife.

GOAL 3: Provide open space linkages within the Town and to the regional systems beyond its boundaries where feasible and appropriate

POLICIES

1. Continue to encourage the development of trail systems that link Fountain Hills with McDowell Mountain Regional Park, the City of Scottsdale's system, Maricopa County's system and potential systems on both the Salt River Pima-Maricopa Indian Community and the Ft. McDowell Yavapai Nation to support eco-tourism efforts, provided that such trails do not infringe on the privacy of residential areas.
2. Continue to update and produce mapping and facility information for the public on the Town's website and through printed media regarding recreation, trail, and open space facilities.

GOAL 4: Identify and preserve historical and archaeological resources

POLICIES

1. Collaborate with studies that aim to uncover and preserve the historical and archaeological resources within the incorporated area.
 2. Promote the preservation of archaeological artifacts through the application of the latest applicable cultural resource conservation reporting methods working collaboratively with the State Historic Preservation Office and the Arizona State Museum.
 3. Continue to support public education programs that emphasize local and regional historical and cultural resources such as those provided at the River of Time Museum.
-

GOAL 5: Continue to promote programs that encourage environmentally-friendly alternatives and improve air quality

POLICIES

1. Continue to support the expansion and development of regional and local transit service and alternative transportation modes to reduce hydrocarbon, carbon monoxide, ozone, and particulate matter pollution.
2. Continue to require utilization of native, drought-tolerant landscapes that eliminate the use of gasoline-powered landscape equipment.
3. Promote environmentally-friendly initiatives supported by the *2017 Fountain Hills Strategic Plan*, including:
 - a. Develop and adoption of a comprehensive environment plan;
 - b. Research and report on economic and logistic feasibility of electric car charging stations; and
 - c. Investigate the feasibility of adopting an alternative fuel program for Town vehicles.
4. Support a walkable Town Center.
5. Encourage bicycle and pedestrian connectivity throughout the Town to reduce automobile dependence, improve air quality and support active and healthy lifestyles.

GOAL 6: Continue to promote environmental stewardship

POLICIES

1. Continue to pursue improved communication and collaboration with Federal, State, and local partners on environmental concerns and legislation.
2. Promote environmental stewardship and embrace environmental initiatives in partnership with Maricopa County, the Maricopa Association of Governments, the City of Scottsdale, the Fountain Hills Sanitary District, the Fort Mc Dowell Yavapai Nation and the Salt River Pima-Maricopa Indian Community.
3. Design, construct, and maintain public buildings, infrastructure and grounds in a manner that is both environmentally sustainable and that protects public health and safety.
4. Advance understanding of the environment through the Town's Communications office, education programs and partnerships with the media and environmental agencies.
5. Consider environmental costs, risks and impacts as integral components of the planning and decision-making processes when feasible and appropriate.
6. Implement and maintain a process/system to evaluate environmental initiatives that seeks input from Town Staff, the business community, citizens and community services providers.
7. Encourage the use of architectural design using active and passive solar heating, shade elements, and energy efficient insulating materials to reduce energy consumption.
8. Encourage water conservation through:
 - a. Supporting water use reduction education programs;
 - b. Continuing use of recycled water for turf irrigation Town parks and golf courses;
 - c. Encouraging drought-tolerant landscapes that incorporate water harvesting, drip or low-flow irrigation as water use reduction measures;
 - d. Encouraging the utilization of low water use features in new development and redevelopment.
9. Encourage salt-free water treatment systems to improve irrigation water used at Town Parks.
10. Where feasible and appropriate, encourage Low Impact Development (LID) designed to support sustainable stormwater management planning and design practices in their watersheds that either enhance or that do not significantly diminish environmental quality by encouraging:
 - a. Practices that preserve or restore predevelopment hydrological and ecological functions;
 - b. Site design strategies that minimize runoff and protect natural drainage patterns;
 - c. Structural practices that filter, detain, retain, infiltrate, and harvest stormwater; and
 - d. Reduce the volume and intensity of stormwater flows.

GOAL 7: Support waste reduction programs and proper management of hazardous waste

POLICIES

1. Continue to develop and distribute educational materials regarding the proper handling, collection, and disposal of hazardous materials.
2. Encourage citizens and businesses to participate in the Town's recycling programs to reduce solid waste.



Fountain Hills...Your Future is Waiting!

Section IV: Thriving Economy



1: Economic Development



Economic Development Element

From its beginnings, Fountain Hills has grounded the vision for its future on the input and aspirations of its citizens. In 2005, the first Strategic Plan was crafted over an 18-month period and involved volunteer professionals and the input of more than 2,000 residents and stakeholders in the process. This first formal Plan for the future of Fountain Hills called for the creation of the Strategic Planning Advisory Commission (SPAC) to assure that the annual goals and priorities set by Council and Town staff were consistent with the Strategic Plan, and to provide ongoing education and public dialogue opportunities.

The Fountain Hills Strategic plan is designed to empower every Town Council, staff, and SPAC member to ensure that efforts to complete and track progress of the Strategic Plan continue over its five-year life span regardless of changes to elected and appointed officials and staff. The Strategic Plan is a living document updated every five years and containing goals, objectives, and approaches to obtain desired outcomes.

The Town of Fountain Hills utilizes the Strategic Plan to provide guidance on a variety of town activities including policy recommendations, town operations, and even capital improvement projects. This Economic Development Element is based on the findings included in the *General Plan Background and Current Conditions* technical report, the *General Plan Visioning Report* summarizing the General Plan update community visioning process, and the *2017 Fountain Hills Strategic Plan*, which was the plan in place at the time of the preparation of this General Plan. This Economic Development Element also incorporates the Vision Fountain Hills visioning process completed in 2016.

Economic Development decisions in the coming years must find balance between having commercial space to support sales tax generation and jobs, while recognizing that in many cases the amount of retail space may be reduced due to increasing levels of internet purchases.

In addition, because the Town has a significant number of part-time residents, it is important to support efforts to maintain and expand upon those assets that will attract visitors in order to “backfill” for lost economic activity due the large number of part-time residents. These visitors will help support existing businesses, possibly provide demand for new businesses, and support economic activity that will support Town services.

2017 Fountain Hills Strategic Plan

Prior to drafting the current Strategic Plan, SPAC members worked closely with the Fountain Hills Cultural and Civic Association on a community survey and the Vision Fountain Hills community event that took place in May 2016. The goals or strategic priorities outlined in the new plan were the direct result of the Vision Fountain Hills visioning process that included more than 100 residents participating in the program. The SPAC also conducted a SWOT Analysis of the previous *2010 Strategic Plan* and determined which actions and tasks were still relevant in the new plan. This coupled with the strategic priorities from the 2016 Vision Fountain Hills process formed the basis of the *2017 Fountain Hills Strategic Plan*.

The *2017 Fountain Hills Strategic Plan* is based on the following key goals or strategic priorities:

- Maximizing Economic Development Opportunities in Fountain Hills
- Ensuring that Infrastructure in Fountain Hills is Well-Maintained and Safe

- Attracting Families and Working Professionals
- Ensuring that Fountain Hills Finances are Stable and Sustainable
- Focusing on Strengthening the Community and Improving the Town's Quality of Life

This Economic Development Element supports the *2017 Fountain Hills Strategic Plan's* vision, "Fountain Hills is a distinctive community with long term economic sustainability and vitality anchored with an active and vibrant town citizenship that serves to invigorate a rich cultural, social, and economic quality of life," and its five core values:

- Preserve the health, well-being, and safety of all residents and visitors.
- Champion the diversity of experiences our residents bring to our community and rely on this depth of experience to innovatively address our challenges and continually improve our community.
- Take responsibility for our Town's success by building partnerships and investing in our talent and resources.
- Steward this unique enclave, dedicated to preserving the environment and visual aesthetic and to living in balance with the Sonoran Desert.
- Encourage a strong community that meets the needs of a growing, balanced demographic.

In addition, when a family, or business, contemplates relocating to a new area, they evaluate their future success, to a large extent, on the availability of quality affordable housing. Before someone commits to a new location, they must feel secure that there are no barriers to their success. Housing expenses can easily consume 30 to 50 percent of household income. Access to housing and housing affordability are essential for the Town's economic success. Non-residential uses that provide a steady revenue stream are also essential components of a thriving economy.

Economic Development Element Goals and Policies

This section includes economic development goals and policies that support the *2017 Fountain Hills Strategic Plan*. This Element incorporates the General Plan 2020 community visioning process summarized in the *General Plan Visioning Report*.

GOAL 1: Maximize economic development opportunities in Fountain Hills

POLICIES

1. Create or utilize tools to help market Fountain Hills' economic development opportunities, including but not limited to:
 - a. Developing a community brand/vision/marketing plan for Fountain Hills;
 - b. Update the business resource package as necessary;
 - c. Support funding for business accelerator programs;
 - d. Explore higher education opportunities in Fountain Hills;
 - e. Seek to recruit businesses and recreational opportunities that are attractive to and/or cater to younger working professionals and families.

2. Increase population and residential densities to sustain existing and future commercial businesses in Town by:
 - a. Rezoning underutilized commercial property to residential where feasible and as opportunities are presented;
 - b. Allowing residential uses on commercially zoned properties as appropriate and beneficial to support commercial activity and the character area;
 - c. Rezoning unplatted land for greater density and affordable family homes;
 - d. Exploring the transfer of development rights where feasible and appropriate;
 - e. Partnering with ASLD in the preparation of feasible conceptual land use and circulation plans for State Trust Land in the McDowell Mountain area of the Town; and
 - f. Partnering or coordinating with local utility service providers to ensure services for increased population and densities.
3. Market and promote tourism in Fountain Hills to generate hotel stays and higher dollar expenditures.
4. Create and expand destination events in Town such as:
 - a. St. Patrick's Day;
 - b. Fourth at the Fountain;
 - c. Turkey Trot;
 - d. Arts and Craft Festivals;
 - e. Fountain Hills Dark Sky Festival;
 - f. Disc Golf tournaments;
 - g. Other.

GOAL 2: Continue to provide safe and well-maintained infrastructure

POLICIES

1. Maintain the community's infrastructure by:
 - a. Developing and implementing an investment plan to maintain streets, buildings, and parks at established standards; and
 - b. Commissioning a study to identify the gap between actual subdivision ordinance specifications and to determine the cost of meeting the specifications.
2. Promote the following environmentally-friendly initiatives:
 - a. Develop and adopt a comprehensive environmental plan for Fountain Hills; and
 - b. Research and report on the economic and logistical feasibility of electric car charging stations.

GOAL 3: Attract families and younger working professionals to Fountain Hills

POLICIES

1. Utilize planning and zoning tools and land use strategies to attract families and working professionals to Fountain Hills by:
 - a. Supporting residential development in the Adero Canyon and Eagles Nest areas, infill residential development in residential character areas throughout the Town, and in areas supporting urban densities or mixed use such as the Town Center and Shea Corridor character areas;
 - b. Streamline development review and permitting process to expedite residential development;
 - c. Partner with ASLD in the preparation of feasible conceptual land use and circulation plans for State Trust land in the McDowell Mountain area of the Town.
2. Market and Promote Fountain Hills as a Unique Place for families and working professionals by:
 - a. Working collaboratively with businesses to promote the Town's marketing plan;
 - b. Expanding the use of Social Media and on-line messaging;
 - c. Including family branding and active living in the marketing plan;
 - d. Supporting the Fountains Hills Young Community and other young professional groups and/or organizations;
 - e. Supporting the Mayor's Youth Council;
 - f. Organizing ongoing specialty youth camps such as robotics, coding, arts, etc.;
 - g. Supporting youth clubs and activities by allowing the use of Town facilities at low or no cost and by expanding programs that benefit youth.

GOAL 4: Ensure that Fountain Hills finances are stable and sustainable

POLICIES

1. Identify sources of revenue (federal, state, regional and local) enumerated in the various elements of this General Plan to sustain funding of the Town's core services to ensure a thriving economy and maintain and enhance the Town's quality of life.
2. Increase the Town's revenue stream by supporting commercial development and redevelopment in the Town Center, Commerce Center, Shea Corridor and Saguaro Boulevard character areas.
3. Support neighborhood commercial development where feasible and convenient at the intersection of arterial or arterial and collector roads to increase the Town's revenue stream while supporting adjacent neighborhoods.

GOAL 5: Support strong public/private partnerships to strengthen the community, ensure long-term viability, and improve the Town's quality of life

POLICIES

1. Continue to partner with the Fountain Hills Unified School District (FHUSD) to promote the education system by:
 - a. Including information about the district's assets and strengths in the Town's marketing plan;
 - b. Working collaboratively with FHUSD to maximize property values; and
 - c. Assisting FHUSD in exploring the sale/lease of underutilized properties.
2. Achieve Fountain Hills' priorities through the utilization of intergovernmental relationships and by continuing to partner with:
 - a. National League of Cities, Arizona League of Cities and Towns, Maricopa Association of Governments and East Valley Partnership to increase efforts to lobby for municipal issues that benefit the community and to oppose bills that are harmful to cities and towns;
 - b. Valley Metro in efforts to improve public transportation in the Town;
 - c. Maricopa Association of Government in efforts to improve vehicular, pedestrian and bicycle access and mobility throughout the Town;
 - d. Arizona Commerce Authority and Greater Phoenix Economic Council in efforts that support economic development initiatives beneficial to the region and the Town; and
 - e. Adjacent jurisdictions, including Maricopa County, the City of Scottsdale, Fort McDowell Yavapai Nation and Salt River-Maricopa Indian Community, in the pursuit of economic development efforts such as transportation, business parks and employment and tourism activities that benefit the Town.
3. Leverage the talents of residents and the advantages of Fountain Hills by effectively utilizing volunteer skills to support existing and future programs, including but not limited to:
 - a. Make A Difference Day
 - b. Home Delivered Meals
 - c. Give A Lift Program
 - d. Activities & Volunteer Expo
 - e. Mayor's Youth Council
 - f. Save Our Sculptures Program
 - g. Community Center Christmas Decorating & Celebration

4. Consider partnering with higher education institutions to establish programs in the Town that will attract and retain businesses as well as families and working professionals.



2: Cost of Development



Cost of Development

It is important to accept and encourage reasonable population growth to bolster the workforce and support existing and future businesses and opportunities. The need for new and expanded infrastructure and services to serve current and future residents and businesses in Fountain Hills are significant. These costs may exceed current and projected revenues. Long-term maintenance costs should be considered as part of the Town's infrastructure investment to facilitate future growth as well as meeting current service needs. Maintenance costs are addressed in the various elements of this General Plan, including the Connectivity, Access and Mobility Element and the Public Facilities and Services Elements.

The Economic Development Element provides the goals and policy framework necessary to support the 2017 Fountain Hills Strategic Plan. This Cost of Development Element establishes the mechanisms by which new development (growth, infill and redevelopment) will pay its share of system development costs. The Cost of Development Element:

- Establishes the goals and policies that will result in public-private cost sharing of capital facilities and services needed to serve new development;
- Clarifies the roles of the public and private sectors;
- Provides guidance for the provision of public services, infrastructure and facilities in a fair and efficient manner; and
- Ensures that the Town will at least maintain current service levels and implement desired improvements.

Based on the Arizona Revised Statutes, the requirement of this Element is targeted primarily at municipalities with opportunities for large scale growth, with the objective of avoiding public subsidies for private development. As the Town is nearing buildout, the need for major public infrastructure improvements and capacity is somewhat reduced. However, the need for the maintenance and upgrading of existing infrastructure will remain in perpetuity. The manner in which these goals will be achieved is outlined in this chapter.

The Cost of Development Element addresses meeting community needs for infrastructure and services provided by the Town in an equitable and reasonable manner. The Cost of Development Element cannot and does not address development that has already occurred. The element is limited to new development and redevelopment, particularly in areas that may experience growth during the General Plan's 10-year planning horizon, including future feasible growth on ASLD trust land. It also includes new development in redevelopment areas, such as the Shea Corridor and Saguaro Boulevard character areas delineated in Exhibit 2, Character Areas Plan map, included in the Great Areas Element.

The Town of Fountain Hills implemented residential and commercial development impact fees in November 2001. The Town updates these fees on an annual basis. In addition, the Town uses existing ordinances to ensure that new development projects participate in proportionate infrastructure improvement costs. All new projects are evaluated through the development review and rezoning processes. The Town identifies necessary dedications and easements and requires improvement bonds before construction is allowed to commence. It should be noted that there are existing development agreements for the FireRock, the Town Center, Crestview, Eagle Mountain, Eagles Nest and Adero Canyon developments that may diminish the Town's ability to augment regulations or restrictions in these development areas.

Legislative Framework

Arizona Revised Statutes (ARS) Section 9-461.05 requires communities in Arizona to adopt a cost of development element as part of the general plan that identifies goals, policies and strategies that the municipality will use to require development to pay its “fair share” of the costs of additional public service needs generated by new development, with appropriate exceptions when in the public interest. As required by ARS, this element:

- a) Defines key terms such as “fair share” and “measure of fairness;”
- b) Identifies various mechanisms allowed by law that can be used to fund and finance additional public services necessary to serve new development, including bonding, special taxing districts, development fees, in lieu fees, facility construction, dedications and service privatization;
- c) Lists funding options the Town may use to fund and finance additional, necessary public facilities and services to support new development;
- d) Includes goals and policies to ensure that any mechanisms that are adopted by the Town under this element result in a beneficial use to the development, bear a reasonable relationship to the burden imposed on the municipality to provide additional necessary public services to new development in compliance with state law.

Cost of Development Key Definitions

Fair Share

State legislation allows the Town to define this term based on its unique needs and resources. Fair share relates to the portion of costs of infrastructure necessary to support new development to be paid for by developer

Measure of Fairness

Guarantees that costs borne by new development result in a benefit to the development; and provides a reasonable relationship between development costs and the burden imposed on the Town for providing additional necessary public services for such development. It is not the intent of the Cost of Development element to overburden the growth industry or to be a disincentive to private sector capital investment required for quality residential, mixed use and employment (commercial, office, and industrial) development.

Funding Options

Refers to all the options used by the Town to fund and finance additional, necessary public facilities and services to support new development and redevelopment.

Town of Fountain Hills Fiscal Year 2019-2020 Adopted Budget

The Government Finance Officers Association of the United States and Canada (GFOA) presented a Distinguished Budget Presentation Award to the Town of Fountain Hills, Arizona, for its Annual Budget for the fiscal year beginning July 1, 2018. In order to receive this award, a governmental agency must publish a budget document that meets program criteria as a policy document, as a financial plan, as an operations guide, and as a communications device. This award is only valid for a one-year period. The Town of Fountain Hills Fiscal Year 2019-2020 Adopted Budget continues to conform to program requirements and will be submitted to GFOA for continued award recognition. The Town's Budget document is the primary source supporting this Cost of Development element.

Cost of Development Plan Regulatory Methods

The Town utilizes several key regulatory and financial methods to capture appropriate costs related to new development or significant improvements to existing structures.

Regulatory Methods

Subdivision Ordinance

The *Subdivision Ordinance* was adopted in October 1996 and has periodically been reviewed. It identifies processes associated with platting, design principles and standards, public improvement requirements, grading standards, landscape standards and land reservations. In terms of cost of development related issues, it incorporates the requirement of dedications of public right-of-way and easements within proposed subdivisions, requirements for landscape improvements in frontage and provisions for dedications of public schools and parks.

Zoning Ordinance

The *Zoning Ordinance* was adopted in November 1993 and identifies the procedures to establish and regulate zoning districts within the Town. In terms of cost of development related issues, there is a requirement for the dedication of public art, or fees in lieu.

Development Fees Ordinance

The *Development Fees Ordinance* was adopted in November 2001. It provides for the proportionate participation by applicants in the costs of infrastructure improvements.

Financial Methods

According to the adopted Town of Fountain Hills Fiscal Year 2019-2020 Budget, the accounts of the Town are organized on the basis of funds. Town resources are allocated to and accounted for in individual funds based on the purposes for which they are to be spent and the means by which spending activities are controlled. This section only highlights funds used to fund and finance additional public infrastructure and services necessary to serve new development or redevelopment. Such funds include:

General Fund

The General Fund is the primary operating fund of the Town and accounts for the resources and uses of various Fountain Hills departments. It exists to account for the financing of services traditionally associated with local government. These services include police and fire protection, development services (planning & zoning/building safety/code enforcement/GIS), public works (facilities/engineering/outside inspections), community services (parks and recreation/community center/senior services), general administration, and any other activity for which a special fund has not been created.

Public Art Fund

The resources in this fund are from developer in-lieu contributions. These funds may only be used for the installation and maintenance of art throughout the community. This fund has a committed fund balance.

Special Revenue Funds

- a. Streets Fund. The resources in this fund are from the 0.2% of local sales tax, State-shared revenues and transfers from the Capital Improvement Fund. The State of Arizona taxes motor fuels and collects a variety of fees and charges relating to the registration and operation of motor vehicles. These revenues are deposited in the Arizona Highway User Revenue Fund (HURF) and are then distributed to the cities, towns, and counties and to the State Highway Fund. This is a restricted fund that may only be used for street and highway purposes. The Streets (HURF) Fund is restricted in use solely for street and highway purposes. The fund depends upon State-shared revenues for over 90% of its annual revenues. The restricted fund balance will be based on the minimum requirement as specified in the schedule for projects funded with Special Revenue or grant funds. The schedule is reviewed on an annual basis to determine the required amount to be set aside as restricted fund balance.
- b. Excise Tax Funds. The excise tax funds are committed funds that the Town Council may dedicate for specific purposes by resolution or as part of the annual budget adoption.

Downtown Strategy Fund

The Downtown Strategy Fund is a committed fund, which may only be used for development of the downtown. Revenue for this fund comes from the 20% of the percent of local sales tax collections that have been dedicated for this purpose.

Economic Development Fund

The Economic Development Fund is a committed fund, which may only be used for economic development. Revenue for this fund comes from the 80% of the percent of local sales tax collections that have been dedicated for this purpose.

Tourism Fund

The Tourism Fund is a committed fund, which may only be used for tourism. Revenue for this fund is provided by a transfer from the Economic Development Fund and grant money.

Special Revenue/Grants Fund

The Special Revenue/Grants Fund is restricted by the terms of the individual grants or program funds received. An example of this would be state or federal funds. These funds are to be used only for the specific program or programs for which the funds have been awarded and in accordance with all the grant conditions.

Environmental Fund

The Environmental Fund is an assigned fund, which may only be used to help offset the costs of stormwater management and air quality permit requirements, as well as other environmental programs. These items include, but are not limited to, permit fees, wash maintenance, ADWR dam inspection and maintenance, street sweeping, storm drain cleaning and household hazardous waste disposal. Revenues are derived from the General Fund.

Capital Improvement Funds

Capital Improvement Funds are used for the acquisition and/or construction of major capital items including facilities, heavy equipment, technology, open space, park improvements, and major road improvements.

Capital Projects Funds

The Capital Projects Fund revenues are committed revenues derived from excess General Fund revenues and 50% of the construction related local sales tax. The Capital Projects Fund is the primary source of capital improvements funding for the Town. Accounted for separately, but considered part of the Capital Projects Fund, are accumulated development fees collected pursuant to Ariz. Rev. Stat. § 9-463.05 that are assessed on new construction for the purpose of funding growth. These funds are restricted to growth-related capital expenditures as designated in the Town's adopted Infrastructure Improvements Plan.

Facilities Replacement Fund

The Facilities Replacement Fund revenues are assigned and currently the result of transfers from the General Fund. The Fund has been established to cover replacement costs for large scale items that cannot be absorbed in annual operating budgets. These items include, but are not limited to, roofing, interior and exterior building painting, carpet replacement, physical plant mechanical equipment, Fire Department equipment, and parks and recreation structures.

Development Fee Funds

The Development Fee Funds are restricted funds, which may only be used for the planning, design, and construction of public facilities serving the needs of the new development from which it was collected and designated as restricted. The Town has developed an Infrastructure Improvement Plan (IIP) that identifies each public improvement that is proposed to be the subject of a development fee. This IIP is incorporated as part of the Town's Capital Improvement Program (CIP). Development Fee funds now only include the Fire & Emergency Fund and the Parks/Recreation Fund.

Town of Fountain Hills Growth Revenues

Local sales tax revenues are derived from several sources with a significant portion from construction related activity. To ensure that the revenues from growth or development are targeted to costs related to development or invested in improvements that will benefit future residents or make future service provision efficient, the Town designates 50% of those one-time revenues to the Capital Projects Fund. Monthly, these revenues are transferred from the General Fund to the Capital Projects Fund for future appropriation.

Capital Improvement Plan

As part of the budget process each year, the Town Manager or authorized designee prepares a capital spending plan that provides a detailed summary of specific capital projects for the five fiscal years subsequent to the fiscal year presented. The plan includes the name of the project, project schedule, capital cost by fiscal year and a recommended specific funding source. The five-year capital improvement plan will be developed within the constraints of the Town's ability to finance the plan.

General Plan Monitoring System

The General Plan Monitoring Team will annually compile departmental General Plan reviews reporting on the status of the **General Plan Implementation Schedule** included in the Administration and Implementation Chapter to determine progress on General Plan implementation strategies that impact capital improvements. This monitoring system ties the General Plan to the Capital Improvements Plan on applicable items allowing the Town to have a mechanism to monitor progress.

Cost of Development Goals and Policies

This section includes goals and policies supporting the Cost of Development Element.

Guiding Principle

Strive to provide efficient and cost-effective infrastructure and public facility systems, including methods that will ensure the reasonable and equitable participation of private development for both cost and benefit of the public improvements.

GOAL 1: Align the Cost of Development Element with the goals and policies of other elements of this General Plan to meet the diverse needs of the Town in a balanced manner

POLICIES

1. Ensure the goals and policies of this Element:
 - a. Align with the goals and policies included in the Neighborhoods and Great Places elements and support the Character Areas Plan;
 - b. Foster the housing quality, variety, and affordability needed to attract families and younger working professionals;
 - c. Support the Connectivity, Access and Mobility Element to provide for efficient multimodal forms of transportation and to improve air quality;
 - d. Support quality parks, recreation, trail and open space systems and the environmental quality desired.

GOAL 2: Assess the functionality, suitability and sustainability of existing public facilities and infrastructure

POLICIES

1. Continue to seek alternative financing methods for basic infrastructure.
2. Continue to maintain sufficient financial reserves for maintenance of basic infrastructure.
3. Examine the projected impacts of growth on education, infrastructure, and community services and facilities.
4. Continue to annually monitor and report the efficiency/cost ratios of municipal facilities.
5. Continuously examine infrastructure financing strategies and evaluate resources for completing and/or upgrading existing roads, utilities and other basic infrastructure necessary to support projected growth.
6. Continue to utilize the Maricopa County Multi-Jurisdictional Hazard Mitigation Plan to adequately respond to natural and man-made events.
7. Continue to support health care and urgent care providers and the Fountain Hills Medical Center which serve the Town and its surrounding area.
8. Continue to work with telecommunications providers to identify the latest technologies and ensure that all areas of the Town have quality cell service.
9. Continue to annually adjust development fees for inflation and conduct a development fee study at least every 5 years.

GOAL 3: Continue to explore creative development cost sharing strategies for Fountain Hills

POLICIES

1. Continue to seek public/private economic development partnerships that support creative development cost sharing strategies.
2. Strengthen coordination with adjacent jurisdictions and other agencies, including the Maricopa Association of Governments, the Fort McDowell Yavapai Nation, the Salt River Pima-Maricopa Indian Community, Greater Phoenix Economic Council and Arizona Commerce Authority.
3. Quantify the revenue outcomes of exploring alternative revenue mechanisms (and their composition) to achieve a balanced and sustainable revenue base.

GOAL 4: Seek to develop an even more streamlined and cost-reducing method relative to business development fees and the Town's development review process

POLICIES

1. Continually look for ways to further improve the Town's development review process to be more efficient and responsive to the time-related needs of applicants and/or residents.

GOAL 5: Develop a methodology for determining the need for and assessing the costs of new facilities and services required to serve new development

POLICIES

1. Establish a methodology to ensure that costs are assessed consistently for each new development.
2. Determine the cost of growth for each new development based on factors specific to the proposed development and the specific location.
3. Recover costs for the following facilities: transportation, parks and recreation, open space, drainage, operations of other facilities and services as deemed appropriate.
4. Establish Level of Service (LOS) standards for each facility type identified for cost recovery based on best practices.

5. Establish the service area for each public facility and determine the facility needs and costs for the service area, based upon the established LOS standards.
6. Develop a responsive time frame for cost recovery of the facilities identified in each service area.
7. Identify costs of expansion of Town operations and facilities to maintain established LOS standards.
8. Conduct periodic analyses of LOS standards and adjust the standards as necessary to meet the Town's service goals and obligations.
9. Employ technological and programmatic innovations to enhance productivity and reduce capital and/or operations and maintenance costs.

GOAL 6: Identify a menu of legally available financial mechanisms to recover the cost of public facilities and services required to serve new development

POLICIES

1. Utilize effective methods to fund and finance new public facilities and services, such as bonding, special taxing districts, development fees, in lieu fees, facility construction dedications, and consolidation of services.
2. State up to date regarding the definition of "legally available" as those legal mechanisms which are not prohibited by law, in the state of Arizona, at the time the project is developed are allowable.
3. Develop a process to apply the fair share cost recovery policies to all new development, regardless of zoning.

GOAL 7: Balance public and private interests to achieve fairness in allocating the costs of new development

POLICIES

1. Recover fair share costs, which are defined as the total capital cost (facilities and equipment) minus developer credits and funds dedicated to a project as set forth in the Town's approved Capital Improvements Program.
2. Establish, and regularly review, a measure which will be applied consistently to assign a greater share of costs to new developments that are farther away from areas of existing services, increase in size, and absorb a greater portion of the benefits and services necessitated by the development.

3. Consider establishing development incentive areas or other incentives for the Town Center, Shea Corridor, and Saguaro Boulevard character areas which may allow reduced cost recovery obligations for development activity within those areas.

GOAL 8: Fair share charged to development includes only those costs associated with that development and does not require the developer to improve existing deficient service levels in public facilities.

POLICIES

1. Ensure that the benefits of the new public facilities and services are received by the development charged with paying for them.
2. Ensure that a new development is only charged for its proportionate share of the benefits received by the new public facilities and services.
3. Conduct a feasibility study in coordination with ASLD as part of the conceptual land use and circulation plans and consider future benefits associated with new revenues that would be generated from development of the Trust Land.

GOAL 9: Seek local and regional cooperation to pursue new or enhanced revenues for regional infrastructure

POLICIES

1. Continue to pursue Maricopa Association of Governments funds for a Bicycle Plan to improve regional bicycle connectivity.
2. Work collaboratively with Maricopa County, the City of Scottsdale, Fort McDowell Yavapai Nation and Salt River Maricopa Indian Community to determine if, and how, operations and maintenance costs of capital facilities supporting common economic development efforts such as business parks and tourism enterprises can be assessed and allocated on a fair share basis.
3. Continue to support membership in the League of Cities and Towns and/or other organizations lobbying to seek new or additional revenue-sharing opportunities from the state of Arizona, such as a state gasoline tax adjusted for inflation.
4. Explore additional revenue-sharing opportunities to more equitably offset the cost of growth and new development.
5. Work collaboratively with ASLD in the preparation of feasible conceptual land use and circulation plans for State Trust Lands to identify mechanisms to fund infrastructure needs in that area.

GOAL 7: Create a Plan Monitoring System that ties the General Plan to the Capital Improvements Plan and assists in monitoring and evaluating General Plan progress

POLICIES

1. Identify projects that strategically support the General Plan in the Capital Improvements Plan when funding is available to pursue such capital projects.
2. Appoint a General Plan Monitoring Team tasked with annually compiling departmental General Plan Progress Reports indicating the status of implementation measures identified in the General Plan Implementation Schedule.

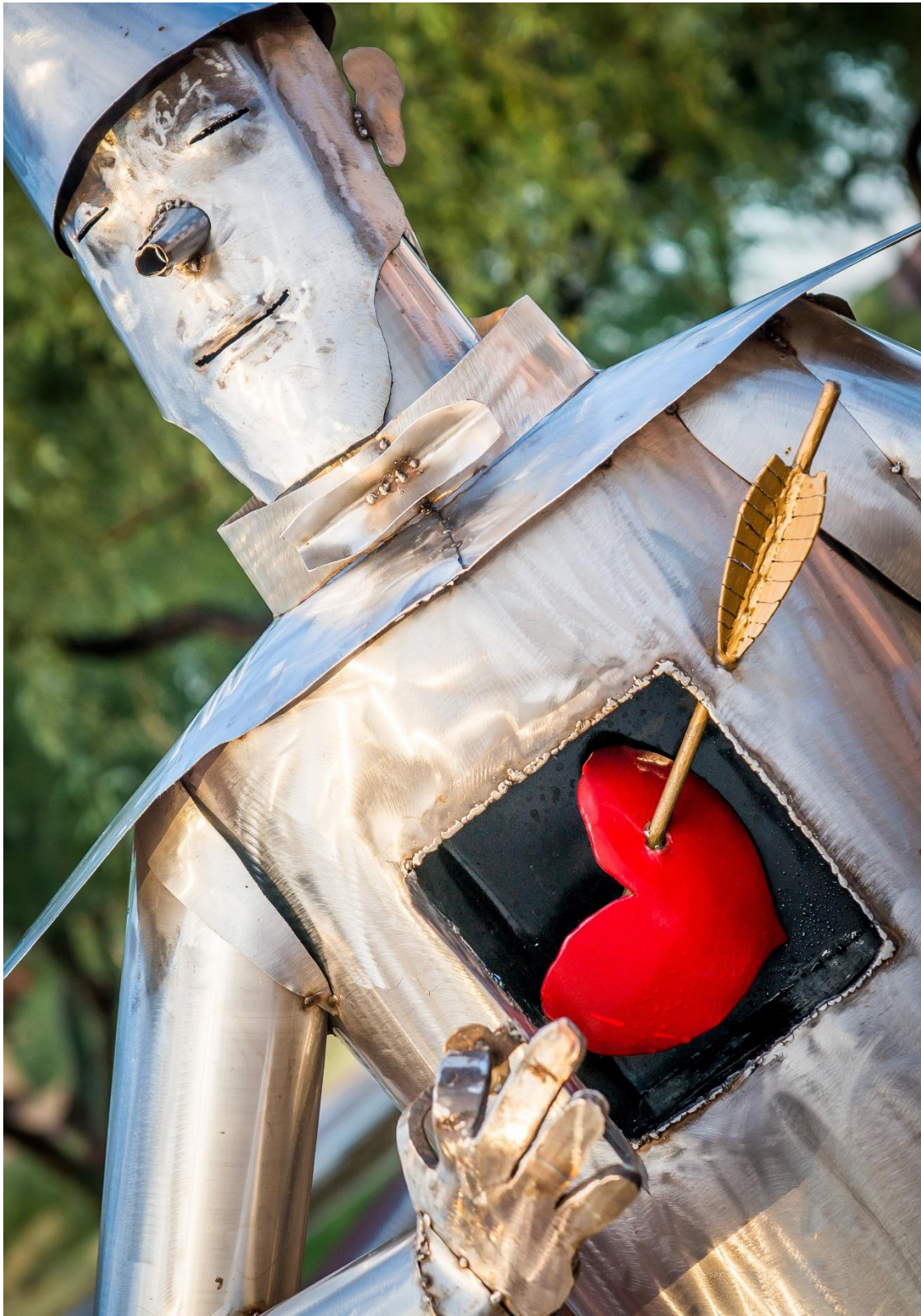


Fountain Hills...Your Future is Waiting!

Section V: General Plan Administration & Implementation



1: General Plan Administration



General Plan Administration

This section includes procedures to administer, amend, interpret, update, and implement the Town of Fountain Hills General Plan in conformance with the Arizona Revised Statutes. The General Plan is the product of an eighteen-month planning process, including community involvement, the engagement of all levels of government, the coordinated efforts of various Town departments and the review and support of community leaders, residents, business owners, property owners, other stakeholders, adjacent jurisdictions, and regional and state agencies.

This section ensures that future amendments of the General Plan further the community and the Town's vision and that the General Plan is implemented in a fair and equitable manner. The implementation strategies supporting each element are outlined in the Implementation section. This approach provides an easy-to-use reference guide for the Town to monitor general plan implementation.

The General Plan is based on community values and an understanding of existing and projected conditions and needs, all of which are subject to change. The General Plan amendment process established by the Arizona Revised Statutes allows maps and written policy statements to be changed. The General Plan is a policy document for the entire Town and may be amended in a manner that supports the community's interest. Every General Plan amendment must be consistent with the rest of the General Plan or appropriate changes must be made to maintain internal consistency.

General Plan Authority

The Fountain Hills General Plan is the primary overarching policy for the Town of Fountain Hills. The General Plan has a major impact on the future of the Town by setting forth guiding policies for governance in many areas of Town responsibility that will influence future development and redevelopment within the Town's corporate boundary.

Authority and direction to plan come from the Arizona Revised Statutes, expressly the Growing Smarter and Growing Smarter Plus Acts, as amended. Community involvement was conducted in conformance with the Public Participation Plan adopted by the Town of Fountain Hills Mayor and Council as required by the Arizona Revised Statutes. The Public Participation Plan is available separately.

This General Plan adheres to all applicable federal and state laws. The direction included in this plan applies to new development, redevelopment and infill. The General Plan directives do not apply to entitlements existing at the time of adoption of this General Plan which have already been approved by the Town and are therefore grandfathered.

Planning Tools Used to Implement the General Plan

Rapidly evolving technology paired with globalization and a saturated marketplace offer consumers instant access to thousands of compelling products and services online. The impact of these changes is so profound that retailers and consumer companies must adapt to survive. Securing the long-term viability of the Town requires a flexible General Plan that adapts to market changes to support a thriving community.

The main planning tool used by the Town of Fountain Hills to implement the General Plan is the Town of Fountain Hills Zoning Ordinance (Zoning Ordinance) which must be amended, as needed, to support the criteria defined in Table 1, Character Areas Plan, for the character areas depicted on Exhibit 2, Character Areas Plan Map, which replaces the Future Land Use Plan adopted in the previous General Plan.

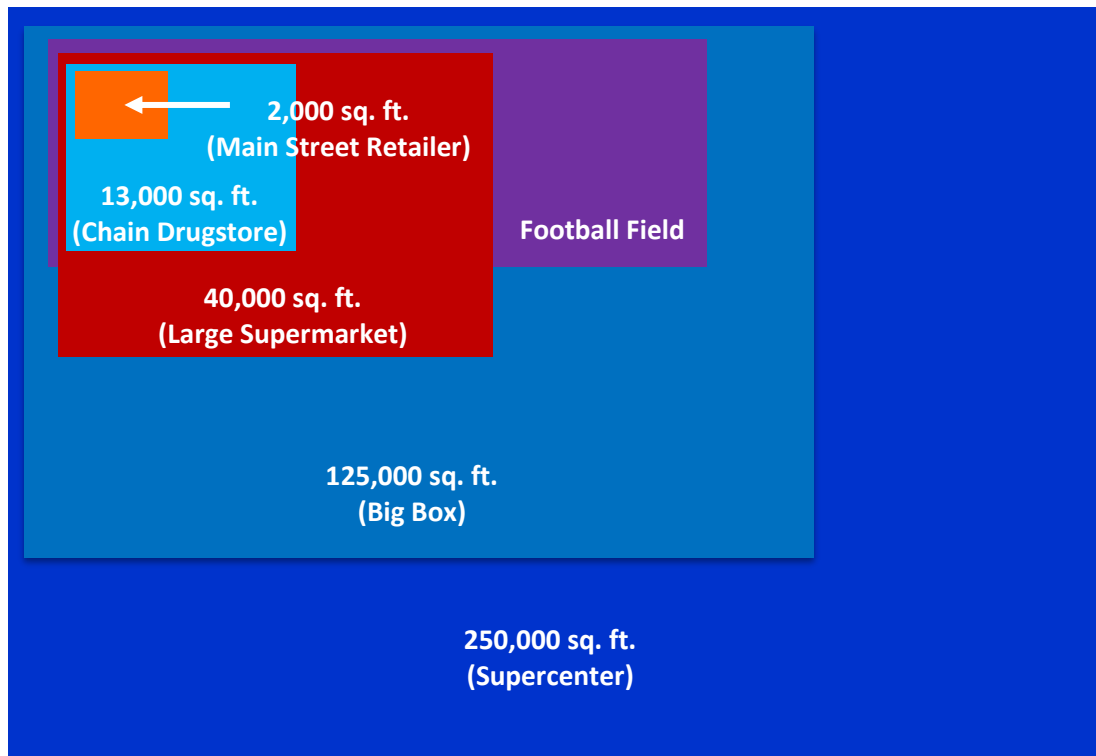
Planned Area Development (PAD), Specific Plans or Master Plan Communities (MPCs) are more flexible entitlement tools aiming at guiding development including one or more land use. Additional planning tools that may be used to implement the General Plan include the preparation of a feasible land use and circulation conceptual plan for the development of State Trust Land in coordination with ASLD, as well as character area plans and revitalization plans for specific character areas with development, redevelopment or infill potential.

The plan administration mechanisms included in this chapter assist the Town in managing and administering the General Plan. The Implementation Strategy included in the following chapter assist in the identification of actions designed to support a thriving community that maintains the quality of life valued by the community with the long-term economic resilience of the Town.

Table 2 provide typical retail footprints and acreage needed to sustain those footprints. Illustration 1 visually illustrate size of the different retail footprints. These tools will assist Town staff in determining site appropriateness for proposed retail development, redevelopment or infill.

**Table 2: Typical Retail Footprints
Square Feet to Acre Conversion Table**

Retail Type	Square Feet	Acres
Main Street Retailer	2,000	0.04
Chain Drugstore	13,000	0.3
Large Supermarket	40,000	1
Big Box	125,000	2.8
Supercenter	250,000	5.7

Illustration 1: Typical Retail Footprints

General Plan Amendments and Updates

The Fountain Hills General Plan provides a decision-making framework for Town elected and appointed officials and staff to guide future growth, development, redevelopment and infill and maintain the public infrastructure and services needed to support existing and future needs. Over time, unanticipated or unforeseen changes in economy, technology, environment, demographics, transportation systems, and other factors may occur. General Plan Updates and Major, Minor, and Administrative Amendments allow the Town to address such changes. This section defines these General Plan administrative tools and describes their respective processes.

GENERAL PLAN AMENDMENTS

Amendments to the General Plan may be initiated by the Town of Fountain Hills Mayor and Council or requested by landowners or their designated representatives or agencies in accordance with the procedures set forth in State law. All Amendments to the General Plan must be approved by the Town Council. The term “amendment” applies to both text and map revisions. Amendments to this General Plan include General Plan Updates and Major, Minor, and Administrative amendments. The adoption or readoption of the general plan or any amendment to the General Plan shall be by resolution of the Town of Fountain Hills Mayor and Council. Public Hearing notices for public hearings must conform with all applicable notification requirements in accordance to State law.

Proposed amendments to the General Plan may not result in an adverse impact to the community. Public participation shall be encouraged for any proposed amendment to the General Plan and all applicable State statutes legal requirements shall be met. Amendments to the General Plan require careful review of the request, and of findings of fact in support of the revision at public hearing(s) before the Planning and Zoning Commission and the Town Council. Prior to any approval of any development, redevelopment or infill that is in conflict with the General Plan, an amendment to the General Plan must be approved and completed.

Major Amendments

The Town of Fountain Hills is landlocked and approaching build out. The Character Area approach provides a flexible framework that promotes high quality design and development maximizing opportunities to support revenue-generating uses while maintaining the small-Town character of the Town. The Character Areas Plan defines the intent and permitted uses for each General Plan Character Area shown in the Character Areas Plan Map. The Character Areas approach allows a variety of development options that can be used to help the Town achieve the General Plan goals. Because the General Plan offers flexible options, it is not anticipated that Major Amendments to the General Plan will be requested every year. Should a Major Amendment to the General Plan be necessary, the following Major Plan Amendment Process and Criteria apply.

Major Plan Amendment Process:

All Major Amendments to the General Plan proposed for adoption by the Town Council shall:

1. Be presented and considered by:
 - a. The Planning and Zoning Commission for recommendation to the Town Council at a minimum of two (2) Commission Major General Plan Amendment (MGPA) public hearings, during the calendar year in which the amendment is proposed;
 - b. The Town Council for approval or denial at a single public hearing during the calendar year in which the amendment proposal is made.
2. Applicants proposing a Major Amendment should submit a formal application at least four months prior to the Planning and Zoning Commission MGPA hearing.
3. Application shall include both graphic materials and a project narrative, together with supporting materials and presentation materials as deemed necessary by the Development Services Director. The graphic and project narrative shall address all applicable requirements listed under General Plan Amendment in the Town of [Fountain Hills Planning and Zoning Department Application](#).
4. Receive an affirmative vote of at least two-thirds majority vote of the Town Mayor and Council for approval.

Major Amendment Criteria:

Amendments to this plan will be considered “major amendments” if the proposed text or map revision is:

1. A rezoning that requires modifications on Exhibit 1: Character Areas Plan Map, to modify a character area or delineate a new character area to support a proposed development, redevelopment, or infill that is not currently supported;
2. A rezoning that requires modifications of Table 1: Character Areas Plan to include a propose development, redevelopment or infill that does not further the definition, intent or land use mix of the respective character area;

3. Items 1 and 2 above include:
 - a. A rezoning request proposing high-density residential or non-residential development, redevelopment or infill that is not compatible with the residential character of the Neighborhoods Character Area, with the exception of schools, parks, public facilities, and neighborhood-scale commercial uses, which are permitted in the Neighborhood Character Area provided these conform with all applicable directives of this General Plan;
 - b. A rezoning request supporting single-tenant buildings with a footprint larger than 12,000 square feet proposing high-intensity commercial or industrial development, redevelopment or infill that is not compatible with the business, commerce, and employment mixed-use, pedestrian-oriented character of the Town Center Character Area;
 - c. A rezoning request for a drive-thru which conflicts with the pedestrian-oriented character of the Town Center Character Area;
 - d. A rezoning request that would create 20 or more contiguous acres of zoning not in conformance with any character area defined in Table 1: Character Area Plan.
4. A rezoning proposing development, redevelopment or infill that does not further the long-term economic development goals of the General Plan;
5. A text or map amendment that does not further the vision, goals, guiding principles, or policies of the General Plan and compromises the long-term fiscal viability of the Town; or
6. Changes in the road functional classification of arterial or collector roads shown on the Circulation, Access and Mobility Plan.

Minor Amendments

Any change that does not meet one of the criteria listed under major amendment is considered a minor amendment. Minor amendments include any text or map changes that does not conflict with the vision, goals or policies adopted in the General Plan. Minor Amendments include text amendments, such as updates to goals and strategies which do not change their meaning or intent, as well as changes to background and current conditions information. Requests for Minor Amendments would be recommended by the Planning and Zoning Commission to the Town Council. Minor Amendment requests can be considered at any Planning and Zoning Commission and Town Council public meeting.

Minor Amendment Process:

All Minor Amendments to the General Plan proposed for adoption by the Town Council must be:

1. Heard and considered by the Town Council at any time;
2. Noticed according to the same procedure as a rezone;
3. Recommended for approval, denial, or continuance at a public hearing by Planning and Zoning Commission;
4. Receive an affirmative simple majority vote of Town Council for approval;
5. Approved, denied, or continued to a date certain by the Town Council at a public hearing.

Minor Amendment Criteria:

The Following will be considered “minor amendments” to the General Plan:

1. Any change mandated by initiative or Arizona law;

2. Any change that does not meet one of the criteria listed under major amendment is considered a minor amendment.
3. Any text or map change that does not conflict with the intent of the General Plan, including text amendments and updates to goals and strategies which do not change their meaning or intent.
4. Changes to demographic, socioeconomic or statistical data and other background and current conditions.

Administrative Amendments

Changes to formatting, scrivener errors, photos, or graphics, not including maps, can be completed as an administrative procedure. The Implementation Strategy included in the next chapter is intended to be used as a working tool maintained outside of the General Plan that provides flexibility for the Town to prioritize and amend strategies as needed and does not require a General Plan amendment to update.

General Plan Updates

Based on the Town of Fountain Hills' population, the Arizona Revised Statutes requires that the Town's voters ratify or approve General Plan updates during an election. Following ratification, every ten years, a new General Plan or an existing General Plan shall be submitted for voter adoption or readoption. General Plan Updates are initiated by the Town Council.

General Plan Annual Review

Each year, the Fountain Hills Development Services Department must prepare, and the Fountain Hills Planning & Zoning Commission must review and submit to the Town Council an annual report on the status of the General Plan progress. The report must include, but not be limited to, the following:

1. A summary of General Plan amendments processed during the preceding year and those pending review, including General Plan amendments initiated by Town Council.
2. A report on the progress and status of implementation actions enumerated in the General Plan Implementation Strategy.
3. A review of policy issues which may have arisen regarding provisions of the General Plan.
4. A recommendation for General Plan amendments to be initiated to maintain an effective, up-to-date General Plan including: policy changes, clarifications, and new policy development; changes in character area; and other applicable changes. The recommendation may also include suggestions to change implementation actions priorities, as Town's priorities shift, as well as General Plan amendments, if any, to be included in the work program for the following fiscal year.

2: General Plan Implementation



General Plan Implementation

This chapter contains the Implementation Strategy to carry out the goals and policies identified in this General Plan, serves as the primary mechanism for General Plan implementation, and conforms to all applicable State statutes. The Implementation Strategy is intended to be used as a working tool to prioritize actions the Town should initiate or maintain to ensure that the vision and goals of the General Plan are achieved. The Implementation Strategy includes actions, lead department, funding sources, time frames and potential partners available to assist Town staff in the implementation of the goals and policies and achieve the community vision.

The implementation actions will be referenced by Town staff on an ongoing basis. The review and update of the actions should be included in the Town's annual General Plan Progress Report as per State statutes. The General Plan implementation actions will be consulted in conjunction with the Town Council's annual priority-setting efforts, including the Strategic Plan, the Capital Improvements Program, and the Town's Budget.

As actions are implemented, they will be removed from the Implementation Strategy. As priorities change, the Strategy will be updated. As the Town works toward achieving the vision of the General Plan, new actions will be added to continue to guide the Town into the future. Changes to this chapter do not require amendment of the General Plan and can be completed administratively.

General Plan Implementation Legislative Framework

The Arizona legislature requires the following actions to implement the General Plan:

1. Adopt and implement the General Plan so that it serves as the community guide for the orderly growth and development and as the basis for the efficient expenditure of Town funds related to the subjects of the General Plan;
2. Render an Annual Report to the Town Council on the status of the General Plan and the progress of its application;
3. Upon adoption of the General Plan, every governmental, judicial and quasi-judicial agency or commission should provide a list of proposed plans for capital improvements of construction within or partially within the Town, including a coordinated program of proposed public work for the ensuing fiscal year. Such coordinated program must conform with the adopted General Plan.
4. All acquisitions and dispositions of real property shall be reported to the Town of Fountain Hills Development Services department to ensure conformity with the General Plan. The Town's planning agency shall render its report as to conformity with the adopted General Plan within forty (40) days after submittal.

General Plan Implementation Strategy

The intent of the Implementation Strategy is to prioritize goals and policies of the General Plan for their timely, effective, and successful completion or ongoing management. The Implementation Strategy terminology is defined in the following table.

Term	Definitions
Implementation Action	Identifies actions to carry on the goals and policies provided on each element of the General Plan and guide plan implementation, development decisions and capital improvements.
Lead Department	Identifies Town department with primary responsibility for accomplishing a specific implementation action.
Anticipated Timeframe	Identifies the intended timeframe for the implementation strategy to be initiated.
Potential Funding Sources	Lists some potential funding on the Funding Mechanism Matrix that may assist in financing the implementation action.
Public/Private Partners	Lists potential public/private partners

Town Department and Processes

The following acronyms are utilized to indicate the Town team leading the effort and Town processes identified in the Implementation Strategy tables:

1. Town Departments Teams:
 - Town Manager (TM)
 - Public Works Team (PW)
 - Parks and Recreation Department (PR)
 - Economic Development (ED)
 - Communication Department (C)
 - Development Services (DS)
 - Housing Team (HT)
 - Planning and Zoning Commission (P&Z)
 - Town Council (TC)
2. Town Processes:
 - Development Review Process (DRP)
 - Economic Development Plan (EDP)

Public/Private Partners

The list of public/private partners is not exhaustive and includes the following entities, jurisdictions, agencies and organizations:

1. Economic Development Partners (EDP)
 - Arizona Commerce Authority (ACA)
 - Arizona Association for Economic Development (AAED)
 - Greater Phoenix Economic Council (GPEC)
 - Maricopa Association of Governments (MAG)
 - Canada Arizona Business Council (CABC)
 - Fountain Hills Chamber of Commerce FHCC
 - Developer Associations
 - Realtors
 - Fort McDowell Yavapai Nation
 - Salt River Pima-Maricopa Indian Community
 - Scottsdale Area Association of Realtors (SAAR)
 - US Small Business Administration (SBA)
 - Maricopa Small Business Development Center (MSBDC)
 - Arizona@Work
 - Arizona Business Advisors (ABA)
 - Town of Fountain Hills Business Owners
2. State Agencies and County Departments
 - Arizona Department of Transportation (ADOT)
 - Arizona State Land Department (ASLD)
 - Arizona Department of Environmental Quality (ADEQ)
 - Arizona Department of Water Resources (ADWR)
 - Arizona Game and Fish (AGFD)
 - Maricopa County (MC)
 - Maricopa County Flood Control District (MCFCD)
3. Public Service Providers (PSP)
 - Town Fountain Hills Unified School District (TFHUSD)
 - EPCOR Water Company (EPCOR)
 - Fountain Hills Sanitary District (FHSD)
 - Maricopa County Sheriff's Office (MCSO)
 - Rural Metro Corporation (RMC)

Anticipated Timeframe

Prioritizes implementation actions based on immediacy of need, land and infrastructure availability, revenue generating potential, and role in achieving the fiscal viability desired. The timeframe may change over time based on need, opportunity, available personnel, and funding, and includes the following categories:

1. **Ongoing**
2. **Immediate** (initiate no later than 6 months after General Plan ratification by the voters)
3. **Short-range** (First 4 years): Prioritizes development and redevelopment efforts that will support the fiscal viability of the Town.
4. **Mid-range** (5 to 8 Years): Prioritizes strategies that require funding and may not be pursue until funding is available.
5. **Long-range** (Within 10 years): Includes identification of funds for the preparation of conceptual plans for State Trust Land in coordination with ASLD.

Financing Mechanisms

Identifies financing programs, mechanisms and funding sources available to implement the different plan elements. The Town of Fountain Hills has a menu of options it can use to fund and finance development costs to allow the public and private sectors to partner and find the best cost recovery approach for each new development. The Town also has the flexibility to adjust such approaches as additional methods become available. Funding options that should be consider when expecting new development to pay for their fair share of the cost of infrastructure are defined in the Cost of Development Element and included in the Funding Mechanism Matrix under the Cost of Development option. Other financing mechanisms and potential funding sources are also listed in the Funding Mechanisms Matrix included below.

Funding Mechanism Matrix

Potential Funding Mechanism	ID
<ul style="list-style-type: none"> • Funding options used by the Town listed in the Annual Budget and included in the Cost of Development Element • Capital Improvements Program • Cost of Development financing options that could be explored for applicability: <ul style="list-style-type: none"> – Property Taxes – Development Impact Fees – User Fees – Improvement Districts (Special Taxing Districts) 	1
Community Development Block Grant (CDBG)	2
MAG assists communities in the region coordinating a variety of grant programs for economic development and transportation	3
Arizona Department of Transportation Grants	4
Economic Development Grants	5

General Plan Implementation Strategy

Thriving Neighborhoods Element

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
1	1	a. Continue to maintain public streets, streetscapes, sidewalks, bicycle lanes, trails and parks and trail connectivity to neighborhood amenities. b. Encourage HOAs efforts to maintain existing neighborhoods by proactively meeting periodically to understand their needs.	PW/PR/HT	Ongoing	1	Various Town Department and HOAs
	2- 4	Quality, Safety and Compatibility: Require new residential and non-residential development and redevelopment within this character area to provide high-quality, safe-by-design, compatible design that includes all applicable buffers when abutting lower density development and support connectivity to parks, schools and other amenities through the Development Review Process (DRP). See also Goal 5.	DS/P&Z	Ongoing	1	Development Partners
	5	Families with Children & Working Professional Attraction: Conduct a marketing survey within the sphere of influence of Fountain Hills to determine housing type and neighborhood amenities preferences of families and younger working professionals to support efforts market the Town to these groups.	ED	Immediate	1 & 5	ACA, AAED, GPEC, MAG, and other Economic Development Partners, Developer Associations, Realtors
2		Housing Affordability for All Income Ranges and Age Groups: See Families with Children & Working Professional Attraction action under Goal 1, P5	ED/HT	Immediate	1 & 5	Same as above
		Compatibility with Adjacent Development: See Quality, Safety & Compatibility action under Goal 1 P2-4.	DS/P&Z	Ongoing	1	Development Partner and Realtors
		Urban Residential Uses: See specific actions for Town Center and Shea Corridor Character Areas included in the Great Places' Character Areas	N/A	N/A	N/A	N/A
3		See action under Quality, Safety and Compatibility in Goal 1 P2-4.	DS/P&Z	Ongoing	1	Development Partners and Realtors
		See action (b) under Goal 1, P 1.	HT	Ongoing	1	HOAs

Thriving Neighborhoods Element (Continued)

GOAL	POLICY	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
4	1	Require new residential development to comply with all applicable Zoning Ordinance standards resulting in quality design and supporting active lifestyles through the DRP	DS	Ongoing	1 & DRP Fees	All Town Department involved in the DRP
		Amend the Zoning Ordinance to implement the General Plan as needed.	DS	Immediate	1	All Town Department involved in the DRP
5	1	Amend the Zoning Ordinance to include, at minimum, the Safe-by-Design concepts listed under Goal 5, P1.	DS	Short Range	1	All Town Department involved in the DRP

Thriving Environment: Built Environment, Great Places Element

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
1	1	Align the Town Economic Development Plan and Economic Strategy efforts with General Plan goals to support attraction and retention of revenue-generating uses by: <ul style="list-style-type: none"> a. Identifying and mapping all opportunity sites located in the various character areas, gateway areas, and along arterial corridors with potential for revenue-generating uses; b. Creating a page on the Town's website that includes infrastructure available to serve available sites and other relevant site information such as acreage; c. Promoting Town Center, Shea Corridor, and Saguaro Boulevard Character Areas as part of the Town's Economic Development Plan; d. Promoting residential growth areas and infill areas to increase roof tops needed to support the commercial uses needed to support long-range fiscal vitality; e. Prepare a Monitoring Matrix to monitor and prioritize development of commercially zoned lands and redevelopment areas f. See also actions under Economic Development Element 	DS/ED	Immediate	1 & 5	All Economic Development Partners listed in the Public/Private Partners list
		Provide a streamlined DRP or site approval process when reviewing applications for revenue-generating uses that can increase the Town's revenue base.	DS	Ongoing	1	All Town Department involved in the DRP
	2	Conduct a Town's Trade Area Analysis to define and better understand the Town's trade area and analyze the existing retail trade/capture leakage to support revenue-generating uses that meet existing and projected population needs, including future retail demand for population growth.	ED	Short-range	1, 3 & 5	All Economic Development Partners listed in the Public/Private Partners list
	3	Formalize partnership with Fort McDowell Yavapai Nation by working together to identify potential partnership ventures.	ED	Short-range	1 & 6	Fort McDowell Yavapai Nation

Thriving Environment: Built Environment, Great Places Element (Continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
	4	Identify Zoning Ordinance amendments needed to support commerce and employment in the Town Center, Commerce Center, Shea Corridor and Saguaro Boulevard Character Areas.	DS	Immediate	1	All Town Department involved in the DRP
	5-6	See action d under Goal 1, P1.	DS/ED	Immediate	1 & 5	All Economic Development Partners listed in the Public/Private Partners list
1	7-13	a. As part of the DRP, continue to require compliance with all applicable standards supporting quality design, multimodal connectivity, hills side protection, open space preservation, and integration of natural areas into site design through the DRP. a. Amend Zoning Ordinance as applicable to incorporate the latest principles of energy and water conservation. b. See implementation actions included in the Social Environment, Natural Environment and Access, Connectivity and Mobility Elements	DS/PR/PW	Ongoing	1	All Town Department involved in the DRP
	14	Continue to coordinate service availability with utility providers to ensure service capacity to new development, redevelopment or infill.	PW	Ongoing	1	PW
2	1-4	As part of the DRP, continue to require compliance with all applicable height, scale, and massing standards supporting compatibility with abutting lower density development;	DS/P&Z	Ongoing 1	1	Development Partners
	5	See action under Goal 1, P5 of the Thriving Neighborhood Implementation Strategy Table	ED	Immediate	1 & 5	ACA, AAED, GPEC, MAG, and other Economic Development Partners, Developer Associations, Realtors
	6	As part of the DRP, require that development, redevelopment and infill conform to the Uses/Development Patterns described in the Table 1: Character Areas Plan.	DS/P&Z	Ongoing	1	All Town Department involved in the DRP

Thriving Environment: Built Environment, Great Places Element (Continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
	7	a. Encourage the continues use of quality public art, specifically in conjunction with new development and redevelopment in the Town Center. b. Form a Fountain Hills Youth Arts Council	TM/DS/ED	Ongoing	AYAC Festival Grants & Community Investment Grants	Arizona Commission of the Arts Arizona Youth Arts Council (AYAC) Art-centered Non-profit organizations
3	1	Continue to update the Land Use Analysis and Statistical Report annually	DS/TM	Ongoing - Annually	1	Development Services
	2	See action for Goal 1, P1 of this element.	DS/ED	Immediate	1 & 5	All Economic Development Partners listed in the Public/Private Partners list
	3	See action for Goal 1, P1 of this element.	DS/ED	Immediate	1 & 5	All Economic Development Partners listed in the Public/Private Partners list
4	1-2	Create a brand for the Town Center as part of the Town branding strategy and market the Town Center. See also Thriving Economy Tables.	ED/C	Immediate	1 & 5	All Economic Development Partners listed in the Public/Private Partners list
	3	Require compliance with Chapter 18 Town Center Commercial Zoning District of the Town Zoning Ordinance	DS	Ongoing - Annually	1	Development Services as part of the DRP
	4	Continue to support the location of municipal and civic offices in the Town Center, provided that a balance is maintained between these uses and revenue-generating ones.	TC	Ongoing - Annually	1	TM, DS, ED, P&Z
	5	a. Conduct a Parking Study that: <ul style="list-style-type: none"> Assesses the required capacity and use of existing parking facilities; Recommends parking standards based on current best parking practices; b. Update the Zoning Ordinance parking standards to reflect parking study recommendations.	PW	Short-range	1, 2	ASU Architecture Students

Thriving Environment: Built Environment, Great Places Element (Continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
	6	a. Update the Downtown Specific Plan as the Town Center Specific Plan to align with: <ul style="list-style-type: none"> Area delineated in Exhibit 2: Character Areas Plan Map; Uses/development pattern described in Table 1: Character Areas Plan; Revenue-generating overarching goal of the Town; and All applicable direction included in this general Plan. b. Ensure that the Town Center Specific Plan includes specific design guidelines that support the General Plan. c. Amend Chapter 18: Town Center Commercial Zoning District of the Zoning Ordinance to support the Town Center Specific Plan and the General Plan, as applicable	DS	Immediate	1	All Town Departments involved in the DRP.
	7	Support the Farmers Market and Community Garden located in the Town Center by establishing awareness programs on the role of fresh local foods that involve local schools.	Library	Medium-range	Grants	FHUSD, Maricopa County Local Food System Coalition Maricopa County Health Department
	8	Amend Chapter 18: Town Center Commercial Zoning District of the Zoning Ordinance to support the General Plan as needed.	DS	Immediate	1	All Town Departments involved in the DRP and P&Z.
5	1-5	a. Through implementation of all applicable zoning regulations and ordinances as part of the DRP process; and b. Through the periodic update of existing all applicable zoning regulations and ordinances to reflect the latest resource conservation and open space best practices.	DS	Ongoing	1	All Town Departments involved in the DRP and P&Z.
6	1	Work with ASLD in the preparation of a feasible land use and circulation conceptual plan that balances environmental resource conservation and maximization of returns.	DS	Long-range	1	All Town Departments involved in the DRP, ED Team and P&Z.

Thriving Environment: Built Environment, Social Environment Element

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
1	1	a. Prepare, adopt and implement an integrated Parks, Recreation, Trails and Open Space System Master Plan in conformance with direction provided in this policy. b. Utilize this master plan as a tool to: <ul style="list-style-type: none"> • Achieve the economic development goals of the Town; • Support the quality of life desired by the community; • Attract and retain families and working professionals; and • Support the Town's tourism efforts 	PR	Short-range	1 and Grants	DS, PW, ED, MAG, Arizona State Parks & Trails, Arizona Outdoor Recreation Coordinating Commission
2	1-7	a. Update Zoning Ordinance as needed to require these amenities as integral components of site design; b. Streamline the temporary use permit process to support outdoor events in plazas, courtyards and other public spaces.	DS	Immediate	1	All Town departments involved in the DRP
3	1-6	a. Continue to design and maintain streetscapes incorporating alternate travel modes;	PR & PW	Ongoing	1	All Town departments involved in the DRP
		b. Update the Sidewalk Plan to conform with this General Plan; and		Short-range		
		c. See implementation actions for Goal 1 above and for the Connectivity, Access and Mobility Element.		As specified in respective actions		
4	1-4	See implementation actions for Goal 1 above.	PR	Short-range	1 and Grants	DS, PW, ED, MAG, Arizona State Parks & Trails, Arizona Outdoor Recreation Coordinating Commission

Thriving Environment: Built Environment, Connectivity, Access and Mobility Element

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
1	1	Prepare and adopt a Connectivity, Access and Mobility Master Plan in conformance with direction provided in this policy and P6 under Goal 5.	PW	Mid-term	1 and Grants	DS, PW, ED, MAG and ADOT
	2-4	Continue to conduct periodic counts to monitor roadway system needs.	PW	Ongoing	1	MAG
	5	Continue to implement and update as needed the Neighborhood Traffic Management Process manual for roads maintained by the Town	PW	Ongoing	1	MAG
	6	See implementation actions for Goal 5 included in the Great Places Element Implementation Table regarding parking study.	PW	Mid-term	1	ASU Architecture Students
	7	Apply for Safe Routes to School grant program	PW	Immediate	1 and Grants	DS, PR, ADOT and MAG
	8	Continue to ensure Fire, EMS, and Police access requirements as part of site plan review through the DRP.	DS	Ongoing	1	PW, Fire, EMS, and Police review
	1-4	As part of the site review process through the DRP.	DS & PW	Ongoing	1	All Town Departments involved in DRP
	1 & 3	As part of the site review process through the DRP.	DS & PR	Ongoing	1	All Town Departments involved in DRP
	2 & 4	a. See implementation action for Goal 1 in the Social Environment Implementation Table	PR	Short-range	1 and Grants	DS, PW, ED, MAG, Arizona State Parks & Trails, Arizona Outdoor Recreation Coordinating Commission
		b. Prepare and adopt a Bicycle Plan utilizing MAG's Funds	PR	Immediate	1, 3 and Other Grants	DS, PW, and MAG
		c. See implementation action for Goal 1, P7 above	PW	Immediate	1 and Grants	DS, PR, ADOT and MAG
	5	Amend the definition of Home-occupation in the Zoning Ordinance to include telework as an option.	DS	Immediate	1	Minor revision to the Zoning Ordinance
	6	As part of the site review process through the DRP.	DS & PR	Ongoing	1	All Town Departments involved in DRP

Thriving Environment: Built Environment, Connectivity, Access and Mobility Element (Continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
4	1-6	Prepare of a Community Transit Needs Feasibility Project based on the latest RPTA Regional Transit Plan in conformance with direction provided on policies 1-6.	PW	Mid-term	1, 3 and other Grants	MAG and Valley Metro.
5	1	Update Subdivision Ordinance street design guidelines as applicable for conformance with General Plan	PW	Immediate	1	DS, PR
	2	Adopt Gateway Design Guidelines that support Gateway objectives provided in Table 1.	DS	Immediate	1	ED and all Town departments involved in DRP
	3 & 4	As part of the site review process through the DRP.	DS & PR	Ongoing	1	All Town Departments involved in DRP
	5	Update all applicable parking standards and design guidelines to accurately reflect parking needs and support the latest parking best practices based on the Parking Study recommendations. See implementation actions included in Goal 4, P5 in the Great Places Element Table.	PW	Short-range	1	ASU Architecture Students
	6	Prepare an integrated Connectivity, Access and Mobility Plan that implements all the goals included in this Element and updates and incorporates: <ul style="list-style-type: none"> a. All aspects of connectivity, access and mobility for all transportation modes; b. The Special Event Parking and Traffic Management Plan; c. The Town Center Circulation Plan; d. The Street Crossings and Drainage Analysis; and e. The parking recommendations included in the Parking Study described in goal 5. 	PW	Short-range	1 & 4	ED and all Town departments involved in DRP, MAG & Valley Metro
6	1 to 3	Ongoing intersection service levels and safety monitoring to support a safe and efficient road system.	PW	Ongoing	1	
7	1	a. Continuous management, coordination and administration of roadway-related flood control regulations/ADWR jurisdictional dams.	PW	Ongoing	1	ADWR (jurisdictional dams) and MCFCF
		b. As part of the site review process through the DRP.	DS	Ongoing	1	PW DRP review

Thriving Environment: Built Environment, Connectivity, Access and Mobility Element (Continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
8	1	Work with ASLD in the preparation of a feasible land use and circulation conceptual plan that balances environmental resource conservation and maximization of returns.	DS	Long-range	1	ASLD, TC, TM, P&Z, ED, and all Town departments involved in the DRP

Thriving Environment: Built Environment, Public Facilities and Services Element

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
1	1	Continue to work collaboratively with EPCOR on their efforts to supply safe and clean potable water	PW	Ongoing	1	EPCOR
	2	Work with ASLD in the preparation of a feasible land use and circulation conceptual plan that balances environmental resource conservation and maximization of returns.	DS	Long-range	1	ASLD, TC, TM, P&Z, ED, and all Town departments involved in the DRP
2	1-4	Continue to work collaboratively with FHSD in the provision of sanitary sewer services and effluent.	PW	Ongoing	1	FHSD
3	1-2	Continue to support MCSO and Rural Metro Corporation in the provision of critical Police, Fire and EMS services	TC & TM	Ongoing	1	MCSO and Rural Metro Corporation
	3	Continue to support intergovernmental coordination and agreements with surrounding jurisdictions.	TC & TM	Ongoing	1	<ul style="list-style-type: none"> • Scottsdale Fire Station • Salt River-Maricopa Indian Community Fire Department • Fort McDowell Fire Department • Rio Verde Fire District
4	1-3	Continue to work collaborative with electrical utilities and natural gas service providers and cell, cable and internet carriers providing services to the Town.	TM & PW	Ongoing	1	Salt River Project, natural gas and all cell, cable and internet carriers
5	1	Continue to work with solid waste collection, recycling, hazardous waste and green waste removal under contract.	TM & PW	Ongoing	1	Republic Services
6	1-2	Continue to support the Town Hall Municipal Complex and the Municipal Court on the provision of essential governmental and judicial services	TC & TM	Ongoing	1	Town Departments and the Judicial Services Branch of the Town
7	1-2	Continue to support the Fountain Hills Community Civic Center and work strategically with Fountain Hills Public Library in the provision of their services and programming	TC & TM	Ongoing	1	Community Center and Maricopa County Library System

Thriving Environment: Built Environment, Public Facilities and Services Element (Continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
7	3	FHUSD as established in this policy, particularly focusing on supporting educational programs that support technology and innovation, workforce development and business incubators and ensure that the Economic Development Plan includes strategies to support these	ED	Ongoing	1	FHUSD, ACA, AAED, GPEC, CABC
	4	Continue to work with health providers and Maricopa County Health Department in the identification of funds to support parks, trails and other amenities that sustain active and healthy lifestyles	PR	Ongoing	1 and Grants	Non-profit health organizations, Maricopa County Health Department, Mayo Clinic, other
	5 & 8	Continue to provide space for the community garden and farmers market providing local fresh foods and supporting the home delivered meals program	TC & TM	Ongoing	1 and Grants	Maricopa County Local Food System Coalition (MARCO) and Maricopa Health Department
	6 & 7	Continue to support intergovernmental relations and lobby for municipal causes that support Town priorities	TC & TM	Ongoing	1	All entities supporting the delivery of Town services
8	1	Prepare, adopt and implement an integrated Parks, Recreation, Trails and Open Space System Master Plan as per Goal 1, P1 of the Social Environment Element Table that includes all items described in P1 items a-e of this policy to provide the amenities that support economic development efforts	PR	Short-range	1 and Grants	DS, PW, ED, MAG, Arizona State Parks & Trails, Arizona Outdoor Recreation Coordinating Commission
9	1-2	Continue to include infrastructure and public facilities improvements that further the goals of the Town Strategic Plan in the CIP	PW	Ongoing	1	All Town department with CIP projects.
	3	Require new development and redevelopment to pay their fair share of infrastructure and public services as per Cost of Development Element direction	TM & PW	Ongoing	1	Developers

Thriving Environment: Natural Environment, Natural Resources and Open Space Element

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
1	1	a. Continue to enforce and update as needed the Zoning Ordinance and all applicable ordinances, including Land Disturbance Regulations, to conserve the natural desert, protect open space, hill sides, unpaved trails, wild habitats and dark sky, and encourage low water use drought-tolerant landscapes	DS	Ongoing	1	AI Town departments involved in the DRP
		b. Require observance of all applicable requirements through the DRP	DS	Ongoing	1	AI Town departments involved in the DRP
2	1, 3 & 6	Continue to protect natural washes, wildlife corridors, and open space and unpaved trail network through the established mechanisms, including subdivision regulations, open space acquisition and DRP	DS	Ongoing	1	AI Town departments involved in the DRP
	4-5	Through the DRP and subdivision regulations approval processes	DS	Ongoing	1	AI Town departments involved in the DRP
3	1	Continue to encourage the development of local trails that connect to the regional trail system to increase opportunities for eco-tourism	PR & ED	Ongoing	1	All adjacent jurisdictions supporting the various segments of the regional trail system
	2	Update trail system map and facility information on Town website and other social and printed media as needed to inform the public	C	As needed	1	PR
4	1-3	Work collaboratively with the State Historic Preservation Office and the Arizona State Museum in the protection of historical and archaeological resources and support educational programs on historic and cultural resources	PR	As needed	1	ED
5 & 6	G5 (P1-4) & G6 (P1-9)	a. Prepare and adopt a Comprehensive Environment Plan (CEP) following that implements the 2017 Strategic Plan and the policy direction included in Goals 5 and 6 of this Element; and b. Update all applicable regulations and ordinances to meet the directives of the CEP once adopted	DS	Mid-range	1 & Grants	PR, ED, PW, ADEQ other applicable federal, state and regional entities promoting environmental stewardship
6	10	Amend the Zoning Ordinance to include Low Impact Development (LID)	DS	Short-range	1	PW
7	1-3	Continue to develop/distribute materials on solid waste reduction, hazardous waste handling, collection and disposal, and recycling education	PW	Ongoing	1	C

Thriving Economy: Economic Development Element

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
1	1, 3-4	Implement the 2017 Strategic Plan and this General Plan by preparing an adopting an Economic Development Plan that supports the economic development, branding, and marketing direction, enumerated in this and various elements of the General Plan.	ED	Immediate	1 & 5	All ED Partners
	2	a. Utilize the Character Areas Plan Map and Table 1 as tools to direct new development and redevelopment and support urban densities as well as commerce and industry as appropriate as part of the DRP.	DS	Ongoing	1	All Town departments involved in the DRP
		b. Work with ASLD in the preparation of a feasible land use and circulation conceptual plan that balances environmental resource conservation and maximization of returns.	DS	Long-range	1	All Town Departments involved in the DRP, ED Team and P&Z.
		c. Rezone underutilize residential property to allow commercial uses where feasible and appropriate.	DS	Immediate	1	ED and all Town departments involved in the DRP
		d. See actions under Goal 1 of the Great Places Element.	ED	Immediate	1 & 5	All ED Partners
2	1	a. Develop and implement an investment plan that responds to Economic Development Plan's priorities to prioritize infrastructure improvements in the CIP	TM	Short-term	1	ED, PW, PR, DS
		b. Commission a cost/benefit study to identify the gap between actual subdivision regulations infrastructure specifications and determine the cost of meeting such specifications	TM	Short-Term	1	DS, PW, PR
	2	a. Prepare and adopt Comprehensive Environmental Plan following the direction provided in Goals 5 & 6 of the Natural Environment Element	DS	Mid-range	1 & Grants	PR, ED, PW, ADEQ other applicable federal, state and regional entities promoting environmental stewardship
		b. Commission a research study that addresses the economic and logistic feasibility of locating electric car stations on the Town	PW	Long-range	1	ASU Sustainability Student Project in Partnership with Town Youth Council

Thriving Economy: Economic Development Element (continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
3	1	Utilize all available planning and zoning tools enumerated in this policy and implementation actions enumerated in Goal 1, P2 of this Element.	DS	Immediate	1 & 5	All Town Departments involved in the DRP, ED Team and P&Z.
	2	a. Conduct a marketing survey within the sphere of influence of Fountain Hills to determine housing type and neighborhood amenities preferences of families and younger working professionals to support efforts market the Town to these groups.	ED	Immediate	1 & 5	ACA, AAED, GPEC, MAG, COC, and other ED Partners, Developer Associations, Realtors
		b. Prepare and adopt Economic Development Plan following the implementation action included in Goal 1, P1 of this Element	ED	Immediate	1 & 5	All ED Partners
4	1	Consider employing a part-time grant writer that: a. Prepares a comprehensive list of federal, state and local funding sources available to sustain the Town's core services; b. Prepares grant applications for the various programs enumerated in this General Plan	TC & TM	Immediate	1	ED
	2	Support attraction and retention of revenue-generating uses by: a. Identifying and mapping all opportunity sites located in the various character areas, gateway areas, and along arterial corridors with potential for revenue-generating uses; b. Creating a page on the Town's website that includes infrastructure available to serve available sites and other relevant site information such as acreage; c. Promoting Town Center, Shea Corridor, and Saguaro Boulevard Character Areas as part of the Town's Economic Development Plan; d. Promoting residential growth areas and infill areas to increase roof tops needed to support the commercial uses needed to support long-range fiscal vitality; e. Prepare a Monitoring Matrix to monitor and prioritize development of commercially zoned lands and redevelopment areas	DS/ED	Immediate	1 & 5	All Economic Development Partners listed in the Public/Private Partners list

Thriving Economy: Economic Development Element (continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
	3	Consider approving neighborhood commercial development at the intersection of arterial or arterial and collector roads through the DRP provided these meet all applicable policies protecting the character of adjacent neighborhoods	DS	Ongoing	1	All Town departments involved in the DRP
5	1	Continue to work collaboratively with FHUSD by adhering to the policy direction in this goal and by including strategies that support FHUSD initiatives in the Economic Development Plan	DS	Ongoing	1 & 5	ED, FHUSD
	2	Continue to strengthen partnerships with all organizations, agencies and jurisdictions enumerated in this policy and throughout the various elements of the General Plan	TC	Ongoing	1	All Town Departments
	3	Continue to improve the capacity building of the Town by effectively utilizing volunteer skills to support existing programs enumerated in this policy as well as future programs that benefit the community	TC	Ongoing	1	All Town Departments
	4	a. Address the establishment of partnerships with higher education institutions in the Economic Development Plan to establish programs in the Town that: <ul style="list-style-type: none"> • Support existing businesses; • Attract and retain new businesses; • Attract and retain families with children and working professionals; and • Support startups and business incubators a. See implementation actions for Goal 3, P2 of this Element	ED	Immediate	1 & 5	All ED Partners and Higher Education Institutions

Thriving Economy: Cost of Development Element

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
1	1	Any future amendments of this Element must support the goals and policy framework of this General Plan and all other plans adopted under the direction of this General Plan	DS	Ongoing	1	All Town departments involved in amendments to this Element
2	1-9	a. Ensure that public facilities and infrastructure meet current and future demands through conformance with: <ul style="list-style-type: none"> • Policies 1-9 included supporting Goal 2 of this element; and • All applicable policies included in the various elements of this General Plan a. Prioritizing development, redevelopment and infill on areas currently served by public facilities and infrastructure	PW	Ongoing	1	DS, PR, ED
3	1	Identifies all potential feral, state, regional and local public/private economic development partners that support creative cost sharing strategies as part of the Economic Development Plan.	ED	Immediate	1 & 5	PW, PR, All ED Partners
	2	Strengthen partnerships economic development partners as part of the Economic Development Plan for the cost-sharing of infrastructure	ED	Immediate	1 & 5	PW, PR, All ED Partners
	3	Create a menu of alternative revenue mechanisms and cost sharing strategies that include options for situations where off site deficiencies exist or where enhanced work is desired by the Town that at minimum include: <ul style="list-style-type: none"> a. Cost sharing Agreements; b. Development Agreements 	PW	Immediate	1 & 5	PR, ED, DS All ED Partners
4	1	Continue to find ways to streamline the DRP especially for development and redevelopment in the Town Center, Commerce Center, Saguaro Boulevard and Shea Character Areas	DS	Ongoing	1	All Town departments involved in the DRP
5	1-9	Develop a methodology to estimate costs and identify cost recovery mechanisms as prescribed in policies 1-9 of this Goal. See implementation actions for Goal 3, P3 of this Element.	TM	Short-range	1	PW, PR, DS

Thriving Economy: Cost of Development Element (continued)

GOAL	POLICIES	Implementation Action	LEAD DEPARTMENT/ AGENCY	ANTICIPATED TIMEFRAME	POTENTIAL FUNDING SOURCES	COMMENT/ PUBLIC/PRIVATE PARTNERS
6	1-3	Based on methodology developed as per Goal 5 of this Element, identify a menu of “legally available” financial mechanisms for cost recovery not currently utilized by the Town, including bonds, special tax districts, development impact fees, in lieu fees, etc.	TM	Short-range	1	All Town departments involved in the provision of public infrastructure and services
7	1-3	Based on menu of financial mechanisms for cost recover identified in previous Goal: a. Select appropriate mechanism to recover the “fair share” of capital improvements projects identified in the CIP; b. Establish a measure to recover costs of new development farther away from existing services; c. Consider incentivizing development in the Town Center, Shea Corridor, Saguaro Boulevard character areas.	TM	Short-range	1	All Town departments involved in the provision of public infrastructure and services
8	1-2	Ensure that only the fair share is charged to development by adhering to policies 1 and 2.	TM	Ongoing	1	All Town departments involved in the provision of public infrastructure and services
	3	Work with ASLD to prepare a feasibility study for State Trust land and based on the results, consider future revenues that could be generated from development of Trust Land.	TM	Mid-range	1 & 5	ASLD and all Town departments involved in the provision of public infrastructure and services
9	1-5	Seek regional cooperation of all applicable agencies to achieve Goals 5, 6, 7, 8 and 9	TM	Mid-range	1 & 5	ASLD all federal, state and regional ED Partners and agencies/Town departments involved in the provision of public infrastructure and services
10	1-2	Establish a General Plan Monitoring System coordinated with the CIP in conformance with the policy direction supporting this goal.	P&Z & TM	Immediate	1	All Town Departments implementing the General Plan.